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U.S. DEPARTMENT OF COMMERCE
United States Travel Service
Office of Research and Analysis



VACATION TRAVEL BY CANADIANS IN 1974

IN THE UNITED STATES VOLUME 5 THE SOUTH





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VACATION TRAVEL BY CANADIANS IN 1974

IN THE UNITED STATES VOLUME 5

A study of Canadian vacation patterns:
Characteristics of travelers and trips to each
of the nine regions of the U.S.
as well as to the U.S. as a whole.

Conducted by
Traveldata in 1975

Sponsored by
the United States Travel Service,
the Canadian Government Office of Tourism,
the Ministry of Transport (Canada)
the Quebec Ministere Du Tourisme
de la Chasse Et de la Pêche

and
the Montreal Star, Ltd.

October 1975

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SECTION I

HIGHLIGHTS OF CANADIAN VACATION TRAVEL IN 1974

I. INTRODUCTION

This report provides an analysis of a survey entitled *Vacation Travel by Canadians in 1974*. The survey was conducted by Traveldata for both the U.S. and Canada. Specifically, sponsors of the 1974 survey were: (1) The United States Travel Service; (2) Canadian Government Office of Tourism; (3) Ministry of Transport; (4) Quebec Ministere Du Tourism, De La Chasse Et De La Peche; and (5) the Montreal Star, Ltd.

This survey represents the ninth in a series of annual studies describing Canadian holidays, vacation trips, habits and characteristics of the travelers. In addition the analysis incorporates some of the findings from the prior studies to facilitate trend analysis during the 1966-74 period.

The report contains 10 volumes. Volume 1—Summary Report—provides information on Canadian travel to the United States as a whole. The remaining nine volumes highlight Canadian travel to the entire United States and provide detailed information on Canadian travel to various U.S. regions.

- Volume 1: **Summary Report**—United States.
- Volume 2: **New England**—Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont.
- Volume 3: **Eastern Gateway**—New Jersey, New York.
- Volume 4: **George Washington Country**—Delaware, District of Columbia, Maryland, Pennsylvania, Virginia, West Virginia.

- Volume 5: **The South**—Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee.
- Volume 6: **Great Lakes Country**—Illinois, Indiana, Iowa, Michigan, Minnesota, Ohio, Wisconsin.
- Volume 7: **Old West**—Colorado, Montana, Nebraska, North Dakota, South Dakota, Utah, Wyoming.
- Volume 8: **Frontier West**—Arizona, Kansas, Missouri, New Mexico, Oklahoma, Texas.
- Volume 9: **Far West**—Alaska, California, Idaho, Nevada, Oregon, Washington.
- Volume 10: **The Islands**—American Samoa, Guam, Hawaii, Puerto Rico, Virgin Islands.

II. METHODOLOGY

This survey was based on a national probability sample involving 6,388 personal interviews with individuals 18 years old and over. The 1974 survey includes data on Canadian travel to the U.S. Islands (American Samoa, Guam, Hawaii, Puerto Rico, and the Virgin Islands) in the figures on Canadian travel to the United States. In previous surveys, the United States category only included data on Canadian travel to the U.S. mainland. For trend analysis purposes, the 1974 survey also includes information on Canadian travel to the entire U.S. Mainland.

Limitations. In some instances, the size of the sample used to determine the characteristics of Canadian travelers to various regions or states is small. Interpretation of data based on these small sample sizes should, therefore, be made with caution.

III. HIGHLIGHTS OF THE FINDINGS

A. Total Canadian Travel in 1974

- In spite of the fuel shortages and higher prices, the proportion of Canadians taking vacation trips in 1974 remained fairly constant, with the 1973 level. Specifically, in 1974 55% of all adult Canadians took a vacation in 1974, compared to the 56% who did so in 1973.
- There was a curtailment of second and third trips, however, which resulted in an overall drop in travel—from 7.7 million trips in 1973 to 7.5 million in 1974.
- Destinations changed somewhat in 1974. Overseas travel increased in popularity (accounting for 14% of all trips, an increase from 11% in the previous year). As a result, North American travel experienced a marginal decline.
- Travel to the United States remained fairly constant in spite of the 1974 economic difficulties. In 1974, 22% vacationed on the U.S. Mainland, only slightly below the 1973 level of 22%.
- Vacation travel was less common among residents of the Maritime Provinces, while those who did travel indicated a much greater interest in Ontario and Western Canada, and less interest in New England and other U.S. coastal areas.
- Residents of Quebec, on the other hand, tended to travel more within their home province.
- The growth in foreign travel occurred primarily among residents of Ontario and Prairie Provinces.
- One of the most dramatic changes in 1974

travel patterns was with air travel. The proportion of trips taken by air remained constant at 17% from 1969 until 1972. Then, in 1973, it rose to 24% and in 1974 increased to a record 32%.

- Much of this growth was due to the increase in overseas travel and a switch from the automobile on trips to the United States, probably because of the fuel crisis. Travel in Canada also experienced a decline in automobile travel in favor of air travel.
- Another very significant change in 1974 was a 21% increase in expenditures from an average of \$396 per trip to \$479.
 - Projecting these expenditures, Canadians spent, in total, \$2.39 billion on vacation travel in 1974, up from \$2.06 billion in 1973, an overall growth of 16.2%.
- Visiting friends or relatives became more common among vacationers in Canada. In 1974, 52% were motivated by that purpose, compared with 48% in 1973.

B. Canadian Vacation Travel to the U.S. in 1974

- The U.S. (including the U.S. Islands) received 3.9 million Canadian vacation visitors who spent an estimated \$631 million while traveling in the U.S. in 1974.
- In 1974, the U.S. Mainland received 3.6 million Canadian vacation visitors (down 13% from 1973) who spent approximately \$540 million while traveling in the U.S. (up 12% over 1973). The average per capita expenditure per trip in the U.S. was \$242.
- In 1974, the largest proportion of Canadian vacation arrivals in the U.S. was received by the Far West (20%), followed by the South (19%), New England (16%), the Eastern Gateway (13%), the Great Lakes Country (11%), the U.S. Islands (7%), the Old West (5%), George Washington Country (5%), and the Frontier West (4%).
- In 1974, the largest proportion of Canadian vacation expenditures in the U.S. was received

by the South (26%), followed by the Far West (22%), the U.S. Islands (14%), the Eastern Gateway (9%), the Great Lakes Country (7%), New England (7%), the Frontier West (5%), the Old West (4%), and George Washington Country (4%).

- Attitudes toward travel within Canada compared with the United States changed slightly. Between 1973 and 1974 Canada appeared to have re-enforced its traditional image of "interesting wilderness" and "recreational attractions;" and to have less of a "remoteness" perception; while the United States strengthened its appeals of "entertainment," a "sense of freedom," warm weather, and educational advantages.

- Some of the improvement in the image of the United States could be attributed to the fact that at the time of the previous survey (December, 1973), with the threat of the "Energy Crisis," the U.S. could have been perceived as far less accessible with travel much more inhibited than at the time of this current survey.

- There were notable differences in the characteristics of Canadians who traveled to the various U.S. regions. For example:

- George Washington Country, The South, the Great Lakes Country, and the Frontier West received the majority of their visitors from Ontario, whereas New England received the majority of its Canadian visitors from Quebec. Both Ontario and Quebec were important sources for visitors to the Eastern Gateway. British Columbia was the most important source of visitors to the Far West and the U.S. Islands. The Old West received most of its Canadian vacationers from the Prairie Provinces.
- Sightseeing was the most popular activity for Canadian vacation travelers to George Washington Country, the Old West, the Frontier West, the Far West and the U.S. Islands. Travel to the Great Lakes country was primarily to visit friends or relatives.

The largest proportion of visitors to the South traveled to that area to spend time at a vacation spot. Canadian travel to New England and the Eastern Gateway was both to visit friends and relatives and to spend some time at a vacation spot.

- The auto was primarily used in Canadian vacation travel to New England, the Eastern Gateway, George Washington Country, the Great Lakes Country, the Old West. The primary mode of transport used to travel to the South, the Frontier West and the U.S. Islands was air. Both air and auto transportation was used by visitors to the Far West.

- Vacation visitors from Canada tended to be from urban areas, notably **Ontario** and **Quebec**, home-owners, married from "adults only" families and young or old. They had attended or completed high school, were in professional and skilled labor occupations and were upscale in income.

- Canadian vacationers traveled to the U.S. in 1974 primarily to spend some time at a vacation spot, to sightsee and visit friends or relatives.

- Auto travel was more prevalent during the summer months while air travel was more popular during the winter. There was approximately 2.36 persons traveling to the U.S. in each party and they spent an average of 11 nights in the U.S. on their trip.

- Canadian visitors to the U.S. who had a **higher than average per capita** expenditure per trip tended to:

- reside in British Columbia, English Quebec, Ontario and the Prairies, and in urban areas;
- visit the U.S. Islands, the South, the Frontier West and the Far West;
- be 30-49 years of age and 50 years and over;
- be married;
- have an upper-middle income;

- be employed in professional/sales/white-collar fields and retired/pensioned;
- own their own dwelling;
- have an elementary, high school or technical/preparatory education;
- be from adult only "families";
- live in a detached or semi-detached dwelling or townhouse;
- travel for the purpose of staying at a vacation spot or city sightseeing/shopping;
- use air transportation;
- travel from December to March or April to May;
- stay 12 nights and over on their trip.
- be male;
- speak French (Quebec);
- From 1973 to 1974, there was an **increase** in Canadian travel to the U.S. by:
 - urban visitors,
 - visitors from the Prairies and British Columbia,
 - visitors from cities with populations of over 500,000, and 1,000 to 10,000,
 - apartment dwellers and tenants,
 - visitors aged 40 to 49 years,
 - visitors with family incomes of \$20,000 or more,
 - visitors from 'adult only' families,
 - visitors who traveled to the U.S. to spend some time at a vacation spot,
 - visitors who traveled by air,
 - female visitors,
 - visitors who spent 4-5 nights in the U.S.
- From 1973 to 1974 there was a **decrease** in Canadian travel to the U.S. by:
 - rural visitors.
 - visitors from the Atlantic Provinces.
 - visitors from cities with populations of under 1,000 and 10,000 to 30,000.
 - home owners.
 - male visitors.
 - visitors aged 18-29 years.
 - visitors who traveled by auto.
 - skilled workers.
 - visitors with family incomes between \$10,000 and \$20,000.
 - families with children, and
 - visitors who spent 1 to 3 nights in the U.S.

SUMMARY OF CHARACTERISTICS OF CANADIAN VACATION TRAVEL TO THE U.S. IN 1974

3,880,000 Canadian Vacation Arrivals in the U.S.

- 3,614,000 Canadian vacation arrivals on the U.S. Mainland (-13% from 1973)

\$631 Million Spent in the U.S. by Canadian Vacationers

- \$540 million spent on U.S. Mainland by Canadian vacationers (+12% over 1973)
- \$242 per capita expenditures per trip in U.S.
- \$21 daily per capita trip expenditures in U.S.

Traveler Characteristics

| | |
|----------------------------|--|
| Residence: | Urban (87%) Ontario (39%) and Quebec (25%) English speaking (68%) Population over 500,000 (46%) |
| Dwelling Status: | Live in single/semi-detached dwelling (65%) Own their own dwelling (62%) |
| Sex: | Female (54%) and male (46%) |
| Age: | 18-29 years (30%) and 50 years or more (31%) |
| Marital Status: | Attached (married)(59%) |
| Education: | Attended or completed high school (50%) |
| Occupation: | Professional/Mgr./Sales/White-collar (44%) and skilled workers (22%) |
| Family Income: | \$10,000 to \$20,000 (40%) and \$20,000 and over (24%) |
| Family Composition: | Adult only (62%) |

Trip Characteristics

| | |
|--------------------------------------|---|
| Purpose: | To spend some time at a vacation spot (37%), sightseeing (36%), and visiting friends or relatives (33%) |
| Mode of Transport: | Auto (48%) and air (39%) |
| Seasonality: | 3rd quarter (43%), July (19%), August (16%) |
| Mean Length of Stay: | 11 nights |
| Mean Size of Traveling Party: | 2.36 persons |

SECTION II

CHARACTERISTICS OF CANADIAN VACATION TRIPS/TRAVELERS TO THE SOUTH, 1974

I. HIGHLIGHTS

In 1974, approximately 293,000 Canadian vacation trips were taken to the South, constituting 18% of the total 1.64 million trips to the U.S. Total vacation arrivals of Canadians in the South were 729,000 in 1974.

Canadian vacationers spent an estimated \$166 million in the South, representing 26% of the total \$631 spent by Canadian vacation travelers in the entire U.S. Per capita Canadian expenditures on each trip to the South equaled \$367, compared to the national mean of \$242. The average number of nights spent by Canadian vacationers in the South totaled 17.5 nights, versus the national average of 11.5 nights. Daily per capita expenditures in both the South and the total U.S. were \$21.

729,000 Canadian Vacation Arrivals (-23% from 1973)

- 19% of total Canadian vacation arrivals in the U.S.
- 2nd most popular region in U.S. for Canadian vacationers

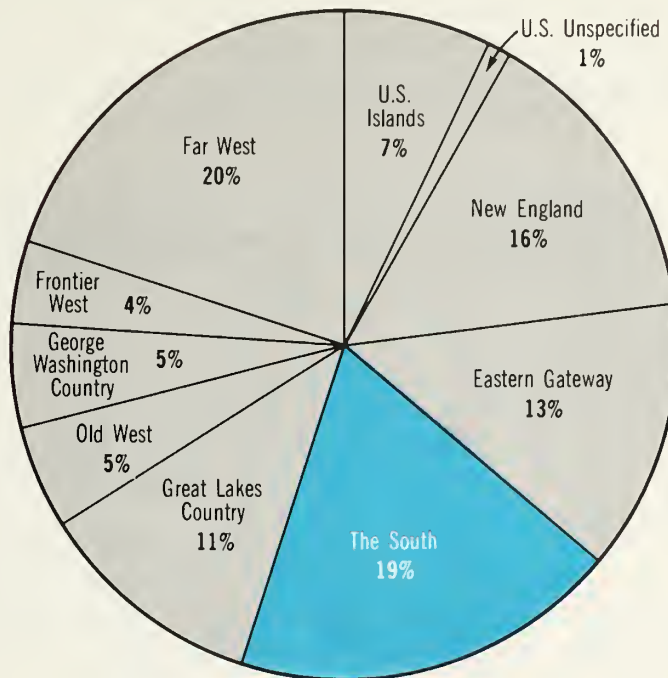
\$166 Million Spent in the South by Canadian Vacationers (+27% over 1973)

- 26% of total Canadian vacation expenditures in U.S.
- Largest recipient of Canadian vacation expenditures
- \$367 per capita expenditures per trip (+36% over 1973)
- \$21 daily per capita trip expenditures (+31% over 1973)

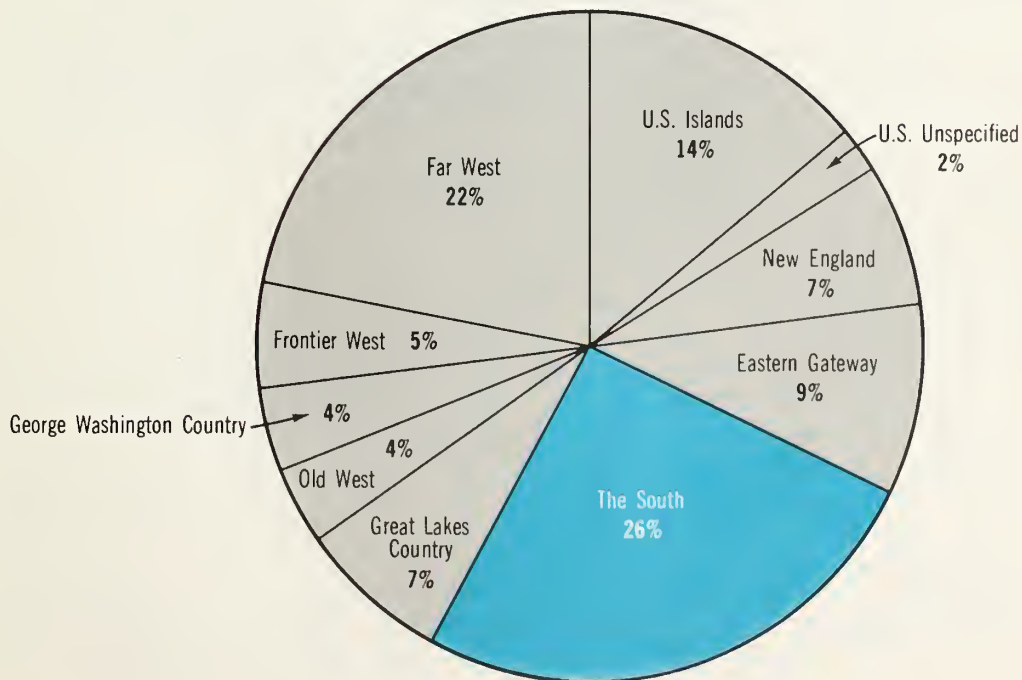
Chart 1

CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE U. S. 1974

Arrivals 3,880,000
100%



Receipts \$631,000,000
100%



Profile of Canadian Vacation Travelers to the South

In 1974, the most prevalent characteristics of Canadian vacation travelers to the South were: 87% lived in urban areas; 67% resided in Ontario; 67% spoke English; 64% lived in single/semi-detached dwellings; 54% were female; 40% were 50 years of age or over; 60% were married;

48% held professional/managerial/sales/white-collar jobs; and 64% were members of families consisting of adults-only.

The most predominant characteristics of the 1974 Canadian vacation trips to the South included: 55% were to spend some time at a Southern vacation spot; 53% were by air transportation; 43% occurred during the first quarter; and the mean length of stay was 17 nights.

TABLE 1
PROFILE OF 1974 CANADIAN VACATION TRAVELERS TO THE SOUTH

Traveler Characteristics

| | |
|----------------------------|--|
| Residence: | Urban (87%) Ontario (67%) and Quebec (22%) English speaking (67%) Population over 500,000 (41%) and 100,000 to 500,000 (21%) Ontario residence for auto visitors (77%) Ontario residence for air visitors (57%) |
| Dwelling Status: | Live in single/semi-detached dwelling (64%) Own their own dwelling (62%) |
| Sex: | Female (54%) and male (46%) |
| Age: | 50 years and over (40%) and 18-29 years (27%) |
| Marital Status: | Attached (married) (60%) |
| Education: | Attended or completed high school (53%) |
| Occupation: | Professional/Mgr./Sales/White-collar (48%) and skilled workers (18%) |
| Family Income: | \$10,000 to \$20,000 (34%) \$20,000 and over (29%) |
| Family Composition: | Adults only (64%) |

Trip Characteristics:

| | |
|--------------------------------------|--|
| Purpose: | To spend some time at a vacation spot (55%), sightseeing (31%) and visiting friends or relatives (20%) |
| Mode of Transport: | Air (53%) and auto (30%) |
| Seasonality: | 1st quarter (43%) and 4th quarter (24%), March (25%), February (12%) |
| Mean Length of Stay: | 17 nights |
| Mean Size of Traveling Party: | 2.48 persons |

TABLE 1—Continued

Significant Changes in Canadian Vacation Travel to the South From 1973 to 1974:

- Increase in:
 - tenants (25% to 38%)
 - adult only visitors (54% to 64%)
 - air visitors (41% to 53%)
- Decrease in:
 - visitors who have children (46% to 36%)
 - auto visitors (50% to 30%)

Significant Differences Between Canadian Vacation Travel to the South and to the U.S. as a Whole

- The South had a much higher proportion of:
 - visitors from Ontario
 - visitors who spent some time at a vacation spot
 - air visitors
 - visitors during the 1st quarter of the year and March
 - visitors staying 12-23 nights
- The South had a much lower proportion of:
 - visitors who traveled to the South to visit friends or relatives
 - auto visitors
 - visitors during the 3rd quarter of the year and July
 - visitors staying 1-3 nights

II. DETAILED FINDINGS

The detailed findings of the characteristics of Canadian vacation travel to the **South** during 1974 are presented within the following descriptive sub-categories: (A) Arrivals/Receipts; (B) Traveler Characteristics; and (C) Trip Characteristics.

A. Arrivals/Receipts

In 1974, the **South** ranked as the second largest destination for Canadian vacation travelers to the U.S. and as the largest receiver of Canadian vacation receipts. The South received approximately **19% of the total Canadian vacation visitors to the U.S. and 26% of the tourism receipts in 1974.**

Specifically, this area received an estimated 729,000 of the 3.9 million Canadians who vacationed in the U.S. in 1974. Of the \$631 million spent in the U.S. by these visitors in 1974, the

South received about \$166 million. The 729,000 arrivals represented a 23% decrease from the 944,000 visitor arrivals in 1973.

Although there was a decrease in the number of Canadian arrivals to the South, there was an increase in Canadian expenditures in this area in 1974. The \$166 million received by the South in 1974 represented a 27% increase over the \$131 million in receipts in 1973.

The primary reason for the decrease in Canadian vacation arrivals can be attributed to the depressed economic situation in Canada, which was largely a result of the energy crisis. Relatively high inflation and unemployment, which decreased the purchasing power of the consumer, also resulted in the cancellation or postponement of vacation trips to the South. Many persons who normally would have taken an auto trip to the South cancelled or changed their plans, first because of fears of not being able to obtain gasoline and later because of the high price of gasoline.

On the other hand, the increase in expenditures may be attributed to inflation and to the changing composition of the Canadian traveler to the South during that period. In 1974, the South received more single people who lived in apartments, had higher incomes and were in professional occupations. In addition, there was more emphasis on traveling to the South via air (rather than by auto), spending time at a vacation spot (rather than visiting friends or relatives), and staying a longer period of time.

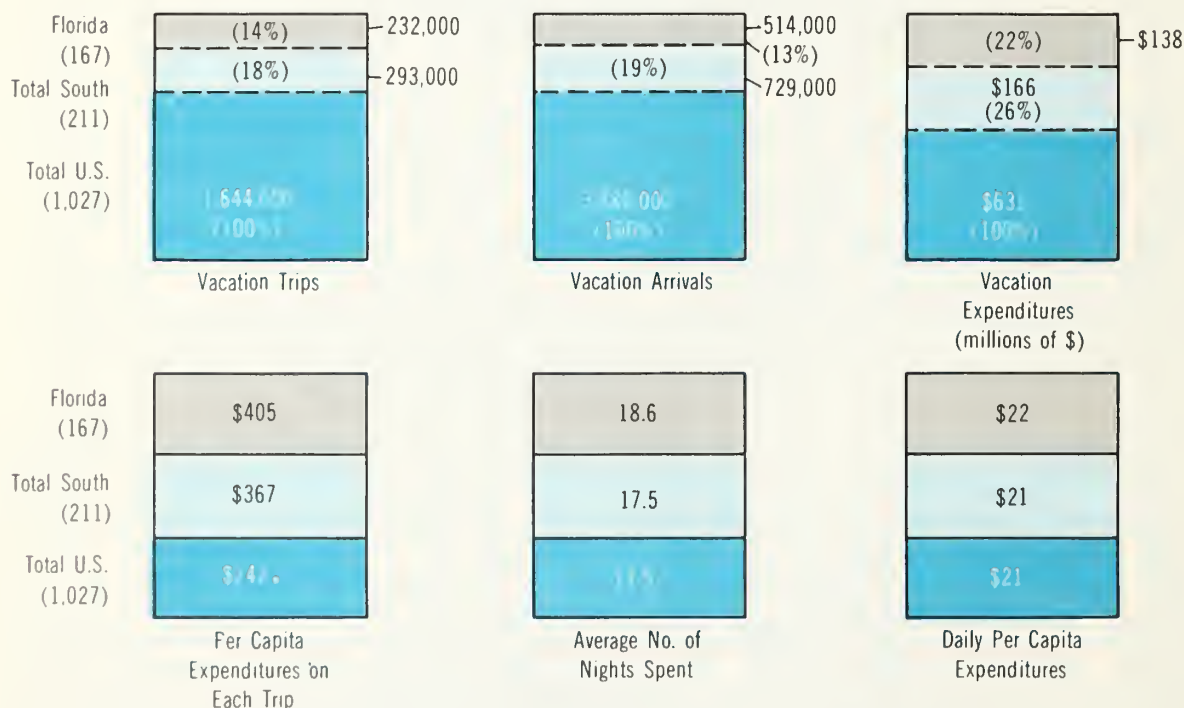
The 1974 Canadian per capita expenditure per trip in the South was \$367, a 36% increase over the \$270 recorded in 1973. The 1974 daily per capita trip expenditure in the South was \$21, 31% higher than the \$16 recorded in 1973. (See Appendix B-3.)

Florida was the most popular state in the South for Canadian vacation visitors, accounting for an estimated 79% of the Canadian vacation travelers to the South in 1974. In addition, Florida received more Canadian vacation visitors than any other state in the entire U.S.

Specifically, in 1974, Florida received about 13% of the total Canadian vacation visitors to the U.S. and 22% of the tourism receipts, which represented an estimated 514,000 Canadian vacation visitors—down 34% from 1973, and \$138 million—up 12% from 1973.

The 1974 Canadian per capita expenditure per trip to Florida was \$405, a 36% increase over the \$298 recorded in 1973; while the 1974 daily per capita trip expenditure in Florida was \$22, a 22% increase over the \$18 recorded in 1973.

Chart 2
CHARACTERISTICS OF CANADIAN
VACATION TRIPS TO THE SOUTH
(1974 Expenditures in U.S. Only)



B. Traveler Characteristics

This section presents a brief analysis of the following demographic characteristics of 1974 Canadian vacation **travelers** to the **South**: destination; urban/rural residence; residence by province; language; size of city of residence; residence of auto/air visitors; type of dwelling occupied/ownership; sex; age; marital status; education; occupation of head of household; family income; and family composition.

Destination

Canadian vacationers whose primary destination was the **South** generally did not visit many other areas in the U.S. on their trip to this region. Only 10% of the Canadians traveling to the South also visited the region of the Great Lakes Country and another 5% traveling to the South also visited the region of George Washington Country.

With respect to travel within the Southern region, 79% of the Canadian visitors to this area traveled only to Florida, while 31% visited other Southern states. Similarly, Canadians whose primary destination was **Florida** did not visit many other states or regions on their trip. For example, only 13% of the trips to Florida included

a visit to an area in the South besides Florida. Another 7% of the trips to Florida included a visit to the Great Lakes Country.

With respect to Canadian travel to **areas in the South other than Florida**, 32% of the trips to these areas included a visit to Florida and 29% of the trips included a visit to the Great Lakes Country.

Urban/Rural Residence

In 1974, 87% of the Canadian visitors to the U.S. came from urban areas. The same proportion of Canadian travelers to the **U.S. Mainland** were urbanites, an increase over the 84% recorded in 1973. Consistent with the national proportion, 87% of the Canadians who visited the **South** and the state of **Florida** also resided in urban areas. It is interesting to note, however, that there was a significant shift in more urban travelers to the South and Florida, up from the 81% and 80% respectively recorded in 1973.

With respect to Canadian travel to **areas in the South, excluding Florida**, 84% of the Canadian visitors to these areas were from urban areas—a slightly lower proportion than Canadian travel either to the South or Florida.

Chart 3
CANADIAN VACATION TRAVELERS TO THE SOUTH IN 1974
BY URBAN/RURAL RESIDENCE



Notes: Totals may not add to 100% due to rounding.
See Volume I, Appendix II F for more detailed breakdown.
* Includes U.S. Islands.

Residence by Province

Ontario remained the largest source of Canadian visitors to the U.S. in 1974, accounting for 39% of the arrivals, despite its slight decrease in share from 1973 (In 1974, Ontario accounted for 40% of the visitors to the U.S. Mainland, compared to 41% in 1973).

Quebec ranked as the second largest generator of visitors to the U.S. in 1974, accounting for 25% of the total vacation arrivals. (In 1974, Quebec accounted for 27% of the visitors to the U.S. Mainland—the same proportion recorded in

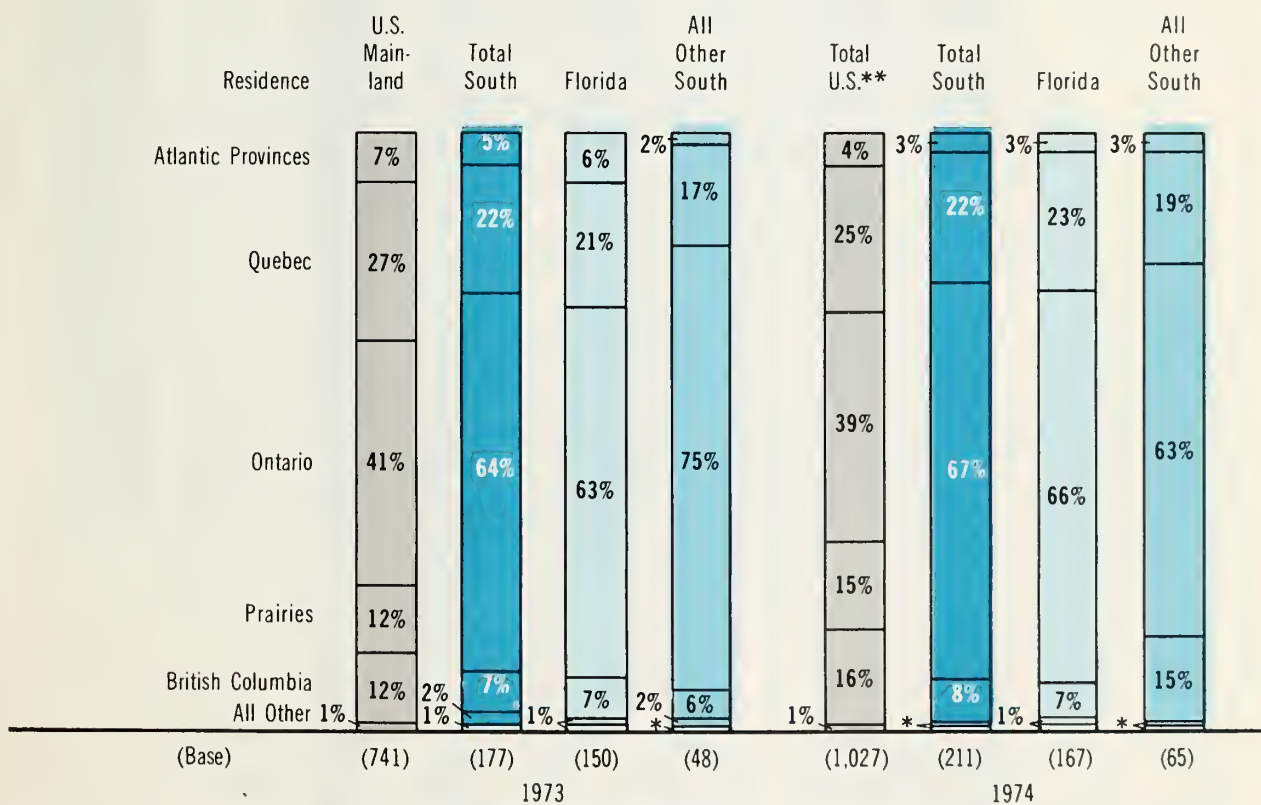
1973.) On the other hand, increases in market shares were recorded for the third and fourth ranking areas of British Columbia and the Prairie Provinces. Specifically, British Columbia accounted for 14% of all Canadian travel to the U.S. Mainland in 1974—up two percentage points over 1973, and the Prairie Provinces accounted for 15% of all Canadian travel to the U.S. Mainland in 1974, also representing a three percentage point increase over 1973. Travelers from the Atlantic Provinces, ranking last in volume, decreased in share from 7% in 1973 to about 4% in 1974.

In comparing the origin of Canadian travelers to the South, the importance of Ontario as a generator of travelers becomes even more pronounced. In 1974, 67% of all Canadian travelers to the South (66% of Canadian travelers to Florida) resided in Ontario, an increase over the 64% recorded in 1973.

The remaining Canadian provinces generated a slightly lesser proportion of travelers to the South than the 1974 national distribution: 22% of the Canadian visitors to the South resided in Quebec, 8% resided in the Prairie Provinces, and 3% in the Atlantic Provinces.

From 1973 to 1974 there was a significant decrease in the proportion of Canadian travel from Ontario to areas in the South excluding Florida—from 75% in 1973 to 63% in 1974. The Prairies, on the other hand, became a larger generator of visitors to that area—from a 6% share in 1973 to a 15% share in 1974.

Chart 4
CANADIAN VACATION TRAVELERS TO THE SOUTH IN 1974
BY RESIDENCE



Notes: Totals may not add to 100% due to rounding. See Volume I, Appendix II-A for more detailed breakdown.

* Less than 1/2 of 1%

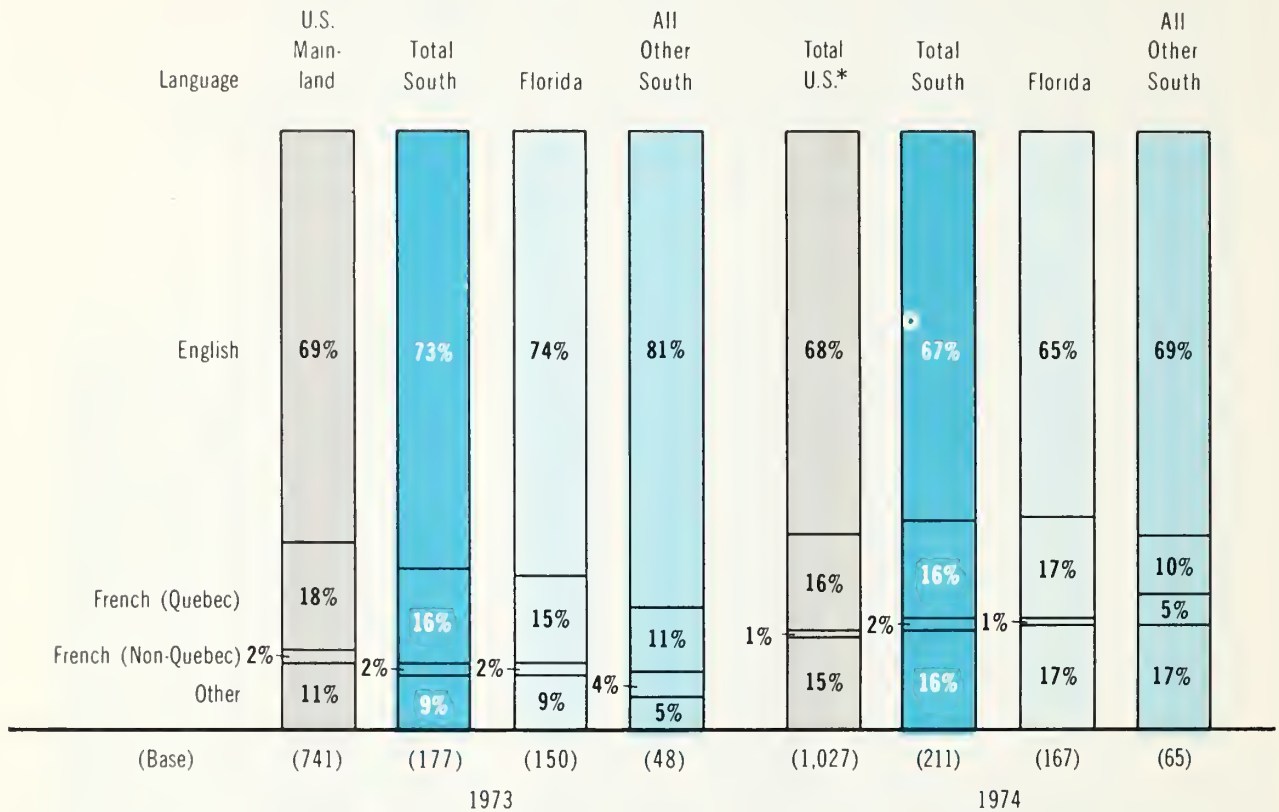
** Includes U.S. Islands

Language

While over two-thirds of all Canadian travelers to the U.S. and the South spoke English, it is inter-

esting to note that in 1974 over one-sixth, or 16%, of the Canadian visitors to the U.S. and to the South spoke French (Quebec).

Chart 5
CANADIAN VACATION TRAVELERS TO THE SOUTH IN 1974
BY LANGUAGE



Note: Totals may not add to 100% due to rounding.

* Includes U.S. Islands.

Size of City of Residence

In 1974, 46% of the Canadian visitors to the U.S. resided in cities with a population of 500,000 or more. This city size also accounted for the same share of 1974 Canadian visitors to the U.S. Mainland, a slightly higher proportion than the 42% recorded in 1973.

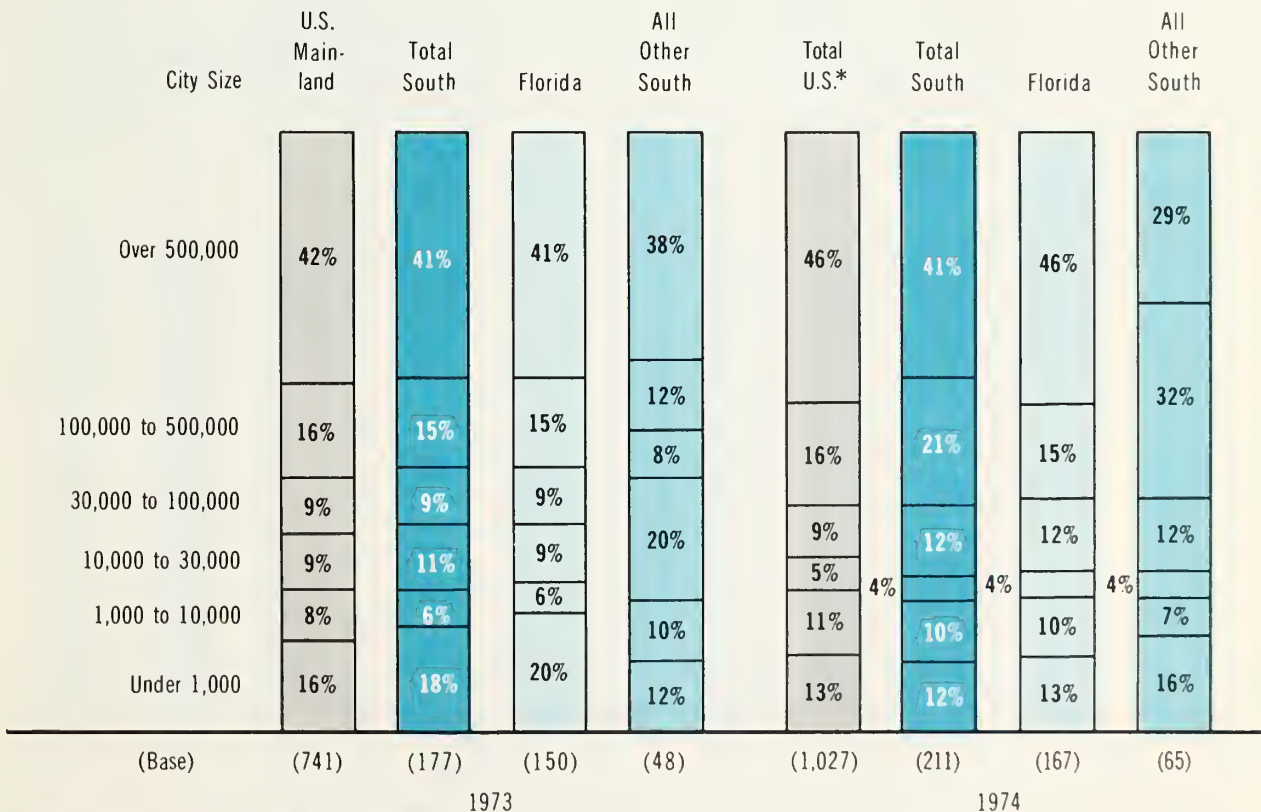
Similarly, Canadian travelers to the South also primarily came from cities with a population of over 500,000 in 1974—41%, equaling the same proportion recorded in 1973.

Between 1973 and 1974 there was a noticeable increase in Canadian travel to the South from the more populated areas of Canada. In 1973,

24% of the visitors to the South came from areas with a population of 30,000 to 500,000. In 1974, this proportion increased to 33%. This shift in part reflects the greater proportion of Ontario residents traveling to Florida.

Canadians who traveled to areas in the South, excluding Florida, generally came from smaller cities than did travelers to Florida. For example in 1974, only 29% of the vacationers to the other Southern states, excluding Florida, were from cities with a population of over 500,000—a sizable decrease from the 38% recorded in 1973. Visitors from cities with a population of 100,000 to 500,000, however, became larger generators of visitors to these areas—with a 12% share in 1973 to a 32% share in 1974.

Chart 6
CANADIAN VACATION TRIPS TO THE SOUTH IN 1974
BY SIZE OF CITY OF RESIDENCE



Note Totals may not add to 100% due to rounding

* Less than 1/2 of 1%

** Includes U.S. Islands

Residence of Auto Visitors

In 1974, 39% of the Canadian auto visitors to the U.S. resided in Ontario; 30% came from Quebec; 17% from the Prairie Provinces; and 3% from the Atlantic Provinces. In comparing these findings with those regarding total visitors (Quebec generated 25% of all Canadian vacation travelers to the U.S. in 1974), it can be seen that the automobile segment from Quebec is of prime importance in contributing to the total volume of visitors generated by this province.

The residence of Canadian auto travelers to the South was considerably different than that of Canadian auto travelers to the entire U.S. About 77% of the 1974 auto visitors to the South resided in Ontario and 19% in Quebec.

Canadian auto visitors to Florida in 1974 were also mainly from Ontario (79%) and Quebec (15%).

Residence of Air Visitors

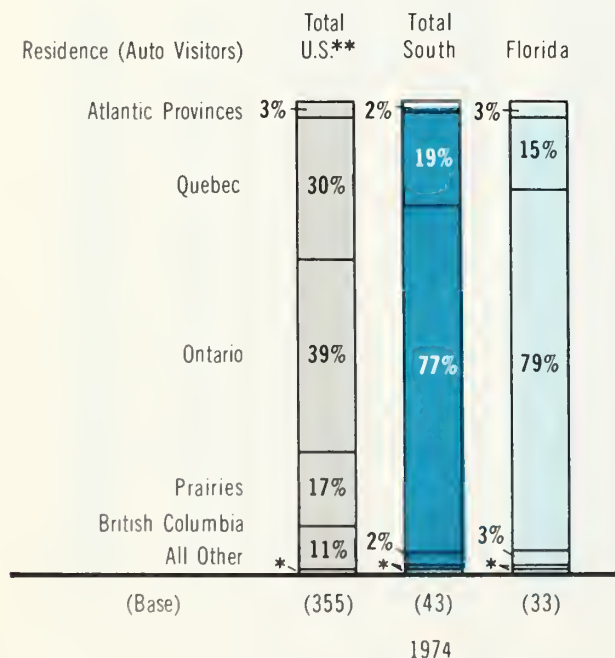
In 1974, 40% of the Canadian air visitors to the U.S. resided in Ontario; 19% came from Quebec; 16% from the Prairies; and 5% from the Atlantic Provinces.

Consistent with air travel to the U.S. as a whole, Canadian air travelers to the South in 1974 came predominantly from Ontario—57%, a proportion somewhat higher than the 40% recorded for Canadian air visitors to the entire U.S. Another 25% of the Canadian air visitors to the South in 1974 had their homes in Quebec.

Canadian air visitors to Florida in 1974 were also mainly from Ontario (59%) and Quebec (24%).

Chart 7

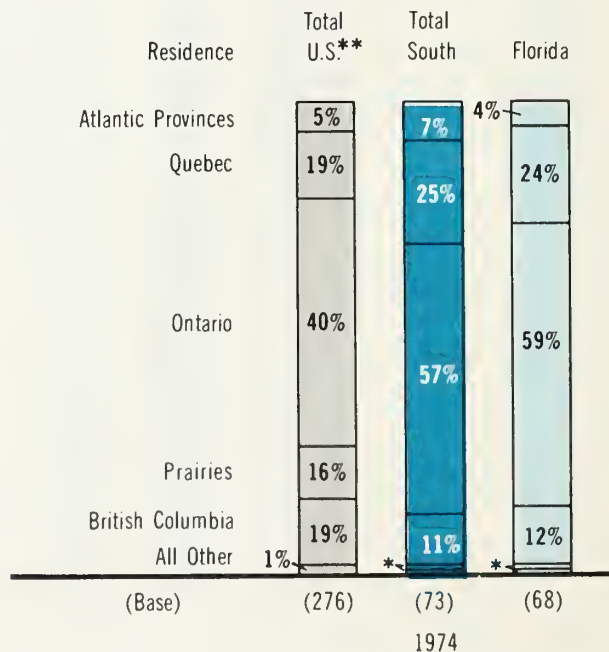
CANADIAN VACATION TRAVELERS TO THE SOUTH IN 1974 BY RESIDENCE OF AUTO VISITORS



* Less than 1/2 of 1%
 ** Includes U.S. Islands

Chart 8

CANADIAN VACATION TRAVELERS TO THE SOUTH IN 1974 BY RESIDENCE OF AIR VISITORS



Note: Totals may not add to 100% due to rounding
 * Less than 1/2 of 1%
 ** Includes U.S. Islands

Type of Dwelling Occupied/Ownership

In 1974, the majority of Canadian visitors to the U.S. were home-owners (62%), and the type of dwelling which they predominately occupied was of the single or semi-detached-type structure (65%).

Canadian visitors to the **South** also primarily owned their homes (62%) and occupied a single or semi-detached-type structure in 1974—64%. Additionally, 20% of the visitors to the South in 1974 lived in an apartment and 14% in a row house. From 1973 to 1974 there were notable increases in the proportion of Canadian visitors to the South who lived in apartments—from 11% to 20%, and those who rented their housing—up from 25% in 1973 to 38% in 1974.

There was a corresponding decrease in the proportion of visitors to the South who lived in single/semi-detached dwellings (down from 71% in 1973 to 64% in 1974) and who owned their

own homes (down from 71% in 1973 to 62% in 1974). The trend was similar for **Florida**, as the majority of Canadian visitors owned their own homes (65%) and the importance of the apartment dwellers nearly doubled (from 12% in 1973 to 21% in 1974).

Visitors to **areas in the South, excluding Florida** were not as heavily owner-oriented as were visitors to Florida. Half of the visitors to states in the South, other than Florida, were owners of their dwellings and half were tenants. These proportions were significantly different from 1973 when 81% of the visitors to these areas were owners and 13% were tenants.

These findings, coupled with the increased travel by single people who have professional, high-paying jobs and who desire to spend time at a vacation spot rather than visit friends or relatives, seem to suggest the Canadian vacation market to the South is more affluent, mobile and inclined more towards tourist activities.

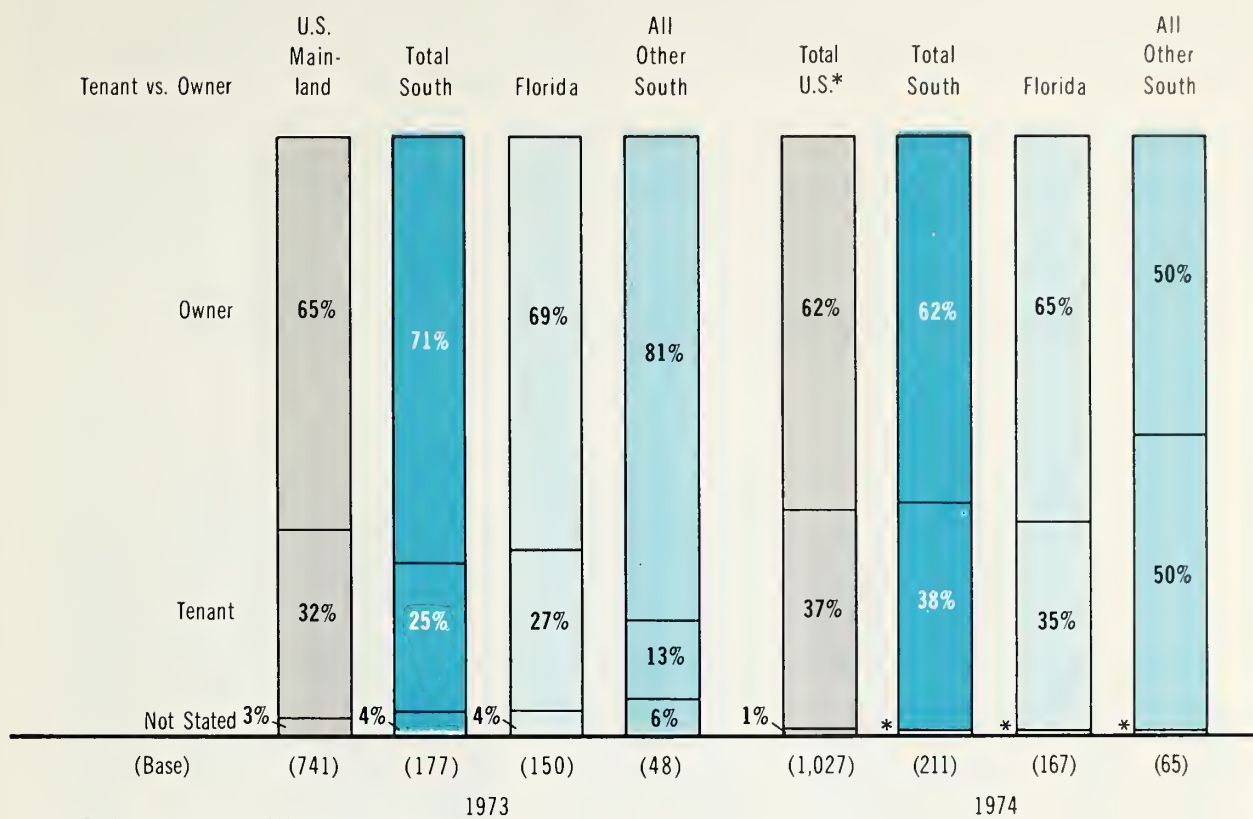
Chart 9
CANADIAN VACATION TRAVELERS TO THE SOUTH IN 1974
BY TYPE OF DWELLING



Note: Totals may not add to 100% due to rounding.

* Includes U.S. Islands.

Chart 10
**CANADIAN VACATION TRAVELERS TO THE SOUTH IN 1974
 BY DWELLING OWNERSHIP**



Note: Totals may not add to 100% due to rounding

* Less than 1/2 of 1%

** Includes U.S. Islands

In 1974, a somewhat greater proportion of Canadian vacation visitors to the total U.S., to the U.S. Mainland, as well as to the South and Florida, were female. Specifically, 54% of the Canadian vacationers to each of these areas were

Chart 11
CANADIAN VACATION TRAVELERS TO THE SOUTH IN 1974
BY SEX



Age

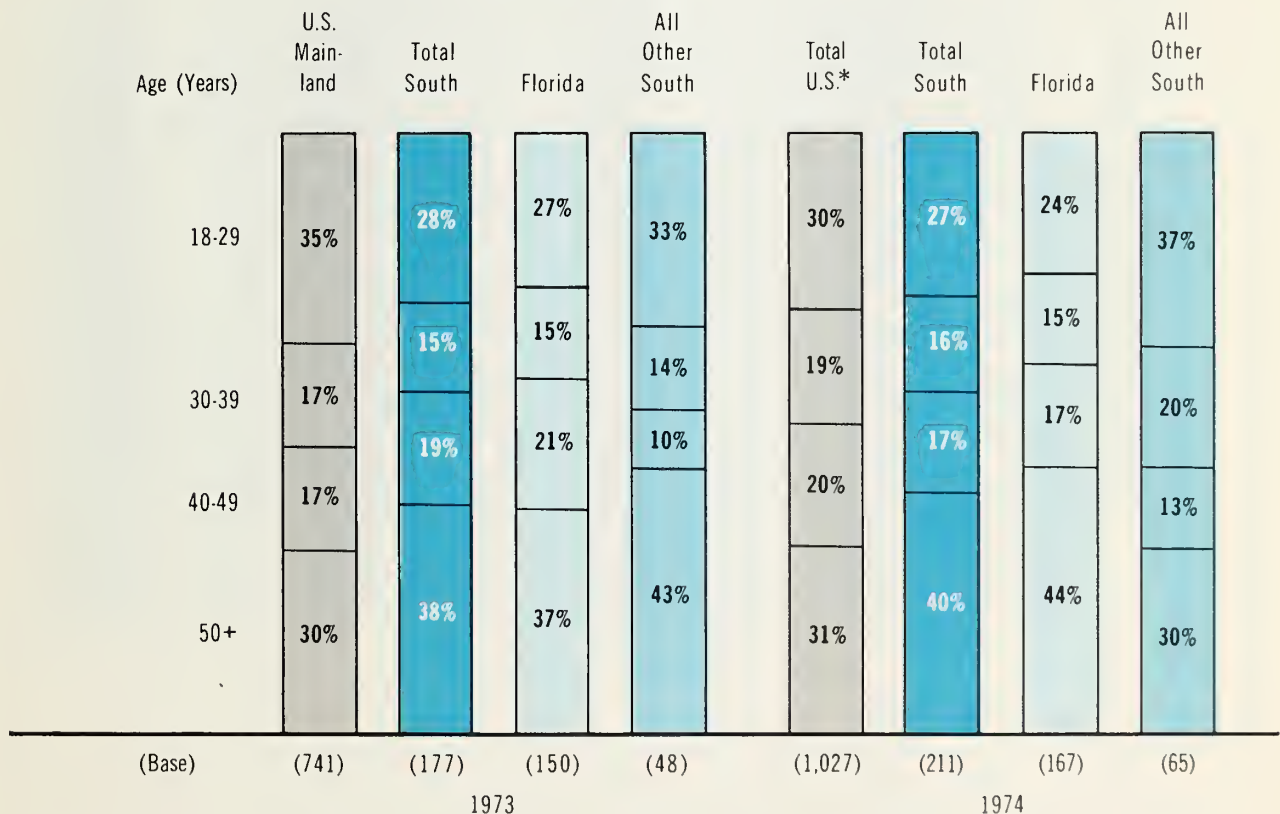
With respect to age, in 1974, Canadian visitors to the U.S. tended to polarize at each end of the age scale. Specifically, 30% of the Canadian visitors to the U.S. were between 18 to 29 years of age and 31% were 50 years of age or more.

Canadian travelers to the **South** tended to be older than those traveling to the U.S. as a whole. Forty percent of Canadians visiting the South were 50 years of age or more and an even greater percentage, 44%, of the Canadians visiting Florida were members of this age group. In addition,

those traveling to Florida were also somewhat older in 1974 than those in 1973. From 1973 to 1974, the share of those in the 50 and over years-of-age group rose from 37% to 44%, while the share of the other age groups correspondingly declined.

Canadian vacationers who traveled to areas in the **South, excluding Florida**, tended to be younger than visitors to Florida. About 57% of the visitors to these areas in 1974 were under 40 years of age—a gain over the 47% recorded in 1973.

Chart 12
CANADIAN VACATION TRAVELERS TO THE SOUTH IN 1974
BY AGE



Note: Totals may not add to 100% due to rounding.

* Includes U.S. Islands.

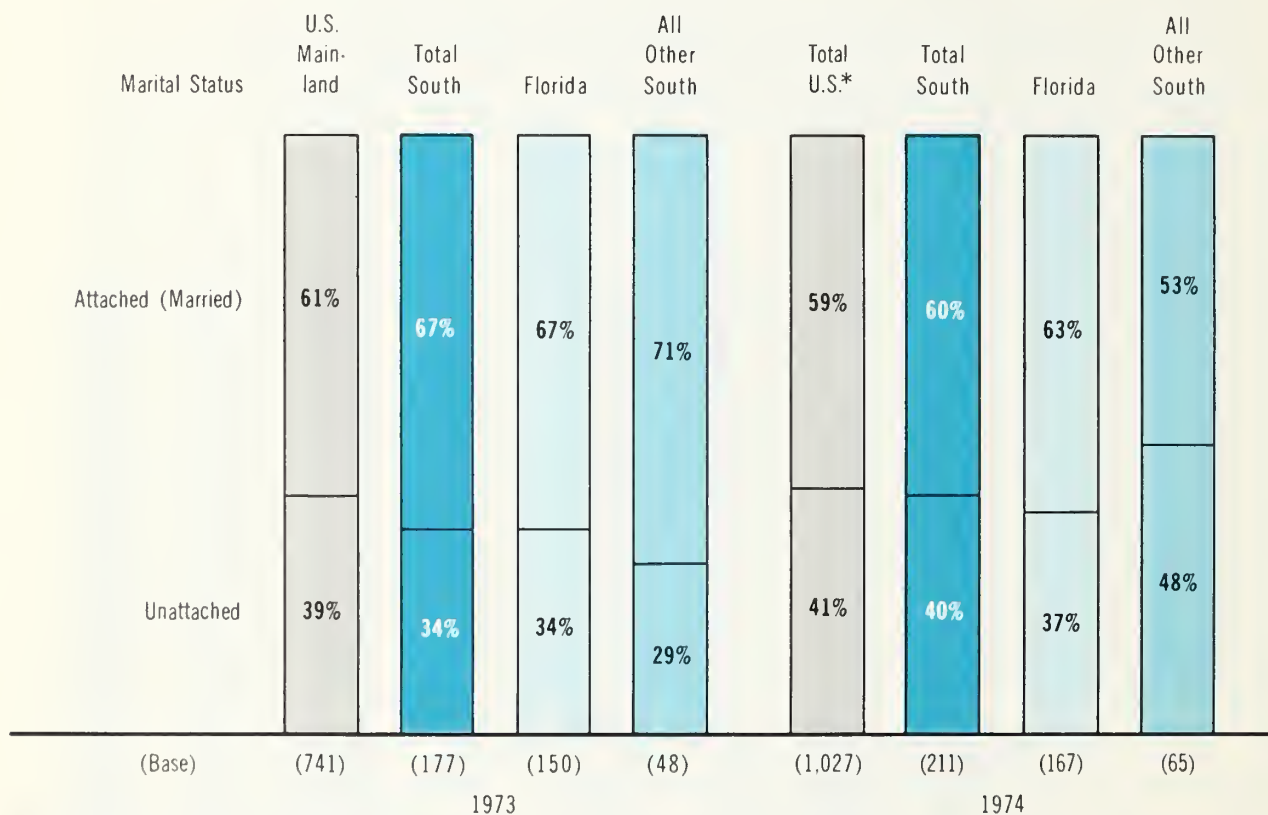
Marital Status

In 1974, 59% of the Canadian visitors to the U.S. were attached (married), and 41% were classified as unattached (single/widowed/divorced/separated).

The marital status of Canadian visitors to the South in 1974 was similar to that of Canadians

who traveled to U.S. as a whole. Sixty percent of the Canadian travelers to the South were married, with the remaining 40% being unattached. Similar to the trend for the entire U.S., between 1973 and 1974 there was a decrease in the proportion of married visitors to this region—from 67% to 60%.

Chart 13
CANADIAN VACATION TRAVELERS TO THE SOUTH IN 1974
BY MARITAL STATUS



Note: Totals may not add to 100% due to rounding

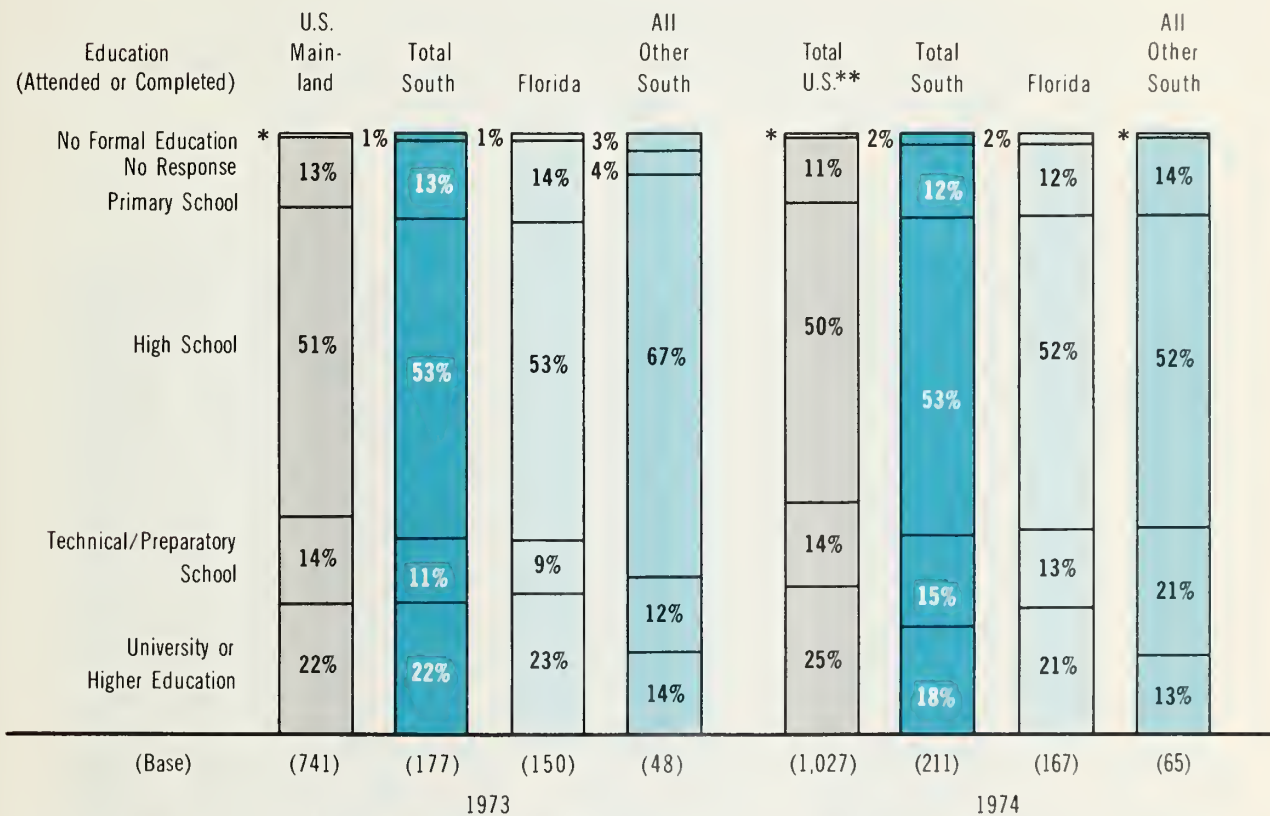
* Includes U.S. Islands

Education

The majority of Canadian travelers to the U.S. and to the South had a mid-level education having either attended or graduated from high school, 50% and 53% respectively. In addition,

one quarter of all Canadian visitors to the U.S. had attended or completed college. This proportion, however, was somewhat lower for those visiting Florida and the South, 21% and 18% respectively.

Chart 14
CANADIAN VACATION TRAVELERS TO THE SOUTH IN 1974
BY EDUCATION



Notes: Totals may not add to 100% due to rounding. See Volume I, Appendix II-M for more detailed breakdown.

* Less than 1/2 of 1%

** Includes U.S. Islands

Occupation of Head of Household

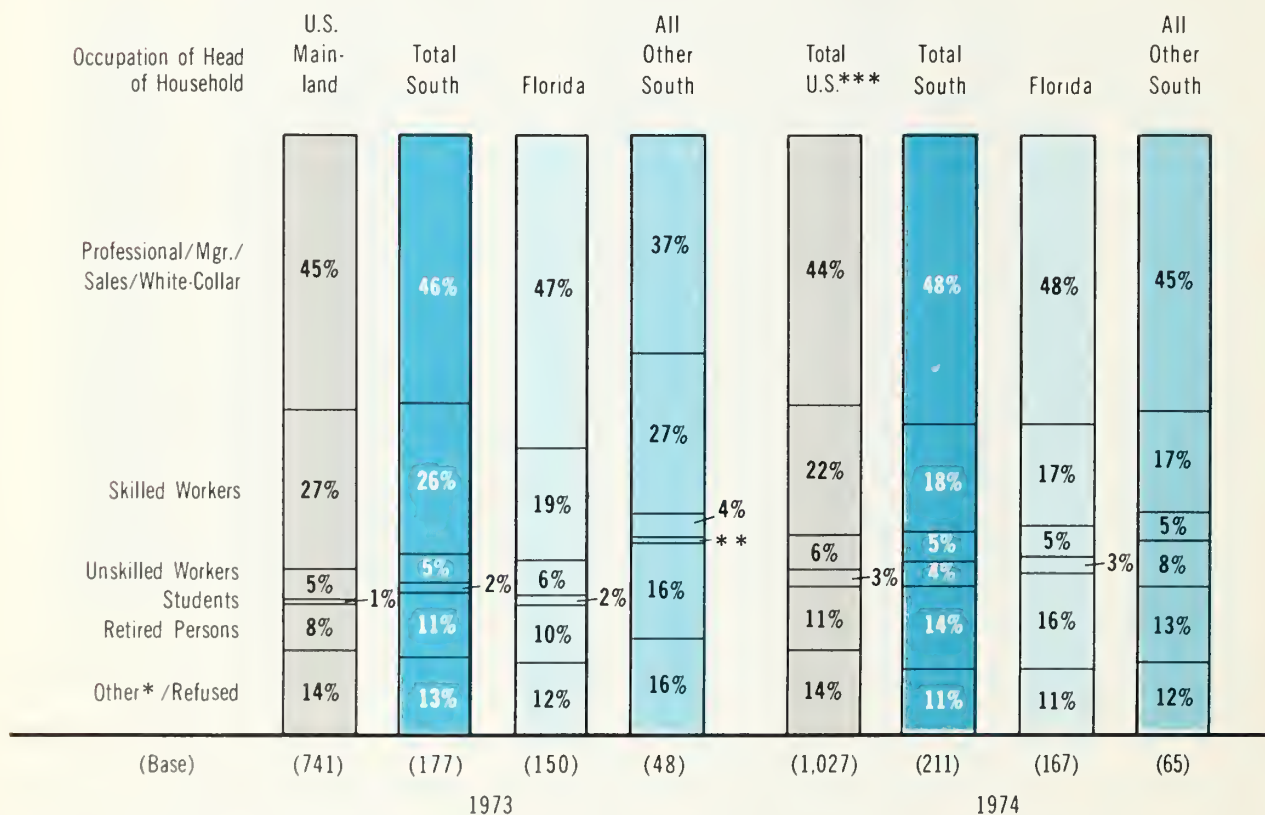
In 1974, the occupation of household heads of 44% of the Canadian vacation visitors to the U.S. were employed in professional/sales/white-collar fields. An additional 22% were employed as skilled laborers.

Similarly, among Canadian visitors to the South in 1974, the heads of households were also predominately white-collar workers—48%. From

1973 to 1974, there was a slight increase in the proportion of white collar workers and retired persons who visited the South.

Canadian travelers to **Florida** in 1974 were also primarily white-collar, professional workers—48%, about equal to the 1973 proportion. The proportion of retired persons traveling to Florida, on the other hand, increased substantially from 10% in 1973 to 16% in 1974.

Chart 15
**CANADIAN VACATION TRAVELERS TO THE SOUTH IN 1974
BY OCCUPATION OF HEAD OF HOUSEHOLD**



* Primarily includes housewives and farmers

** Less than 1/2 of 1%.

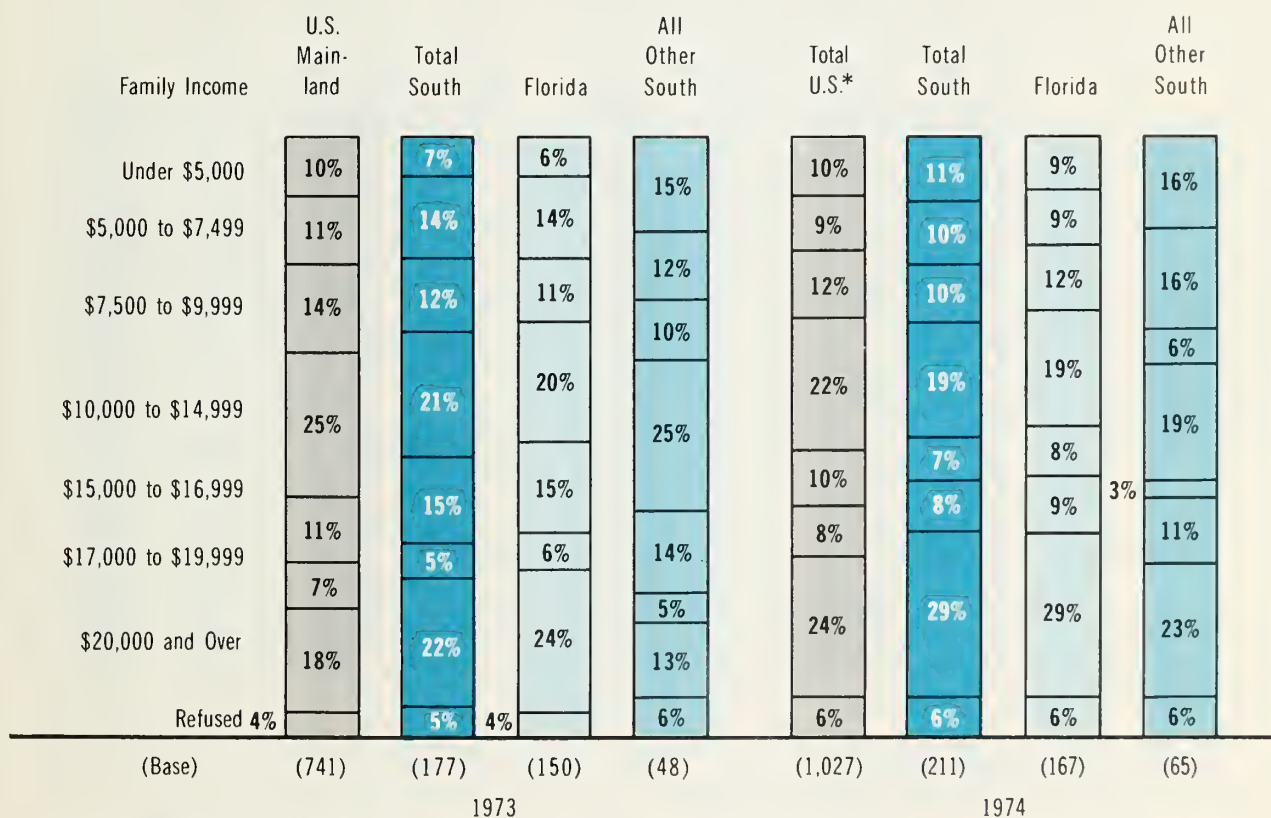
*** Includes U.S. Islands.

Family Income

Based on family income, the two predominant income groupings among Canadian travelers to the U.S. in 1974 were the \$10,000 to \$20,000 group (40%) and the \$20,000-and-over group (24%).

Among the Canadian travelers to the South in 1974, the distribution was similar with 34% of the visitors having family incomes between \$10,000 and \$20,000 and 29% having incomes of \$20,000 or more. Between 1973 and 1974, there was an increase in the proportion of the more wealthy visitors traveling to both the South and to Florida.

Chart 16
CANADIAN VACATION TRAVELERS TO THE SOUTH IN 1974
BY FAMILY INCOME



Note: Totals may not add to 100% due to rounding

* Less than 1/2 of 1%

** Includes U.S. Islands

In 1974, there was a significant increase in the Canadian visitors to the U.S. Mainland the South, and to Florida who came from families consisting of adults only. Specifically, with respect to the South, "adults-only" families

Chart 17
CANADIAN VACATION TRAVELERS TO THE SOUTH IN 1974
BY FAMILY COMPOSITION



In 1974, the average number of Canadian adults in the households of persons who traveled to the U.S., (including the U.S. Islands), was 1.59. With regards to the **South** and **Florida**, the average number was 1.60 and 1.63, respectively.

The average number of adults in the households of persons who traveled to **areas in the South, excluding Florida**, was 1.50 in 1974.

C. Trip Characteristics

Presented in this section are analyses of the following characteristics of 1974 Canadian vacation **trips** to the **South**: purpose of trip; total adults in party; main mode of transport; seasonality; and length of trip.

Purpose of Trip

The most popular reasons for Canadian travel to the **U.S.** in 1974 was to spend time at a vacation spot (37%), to sightsee (36%) and to visit friends and relatives (33%). These were also the most popular reasons for Canadian travel to the **South**. There was more emphasis, however, by visitors to the South on spending time at a vacation spot (55% of the trips) and less emphasis on visiting friends and relatives (20%).

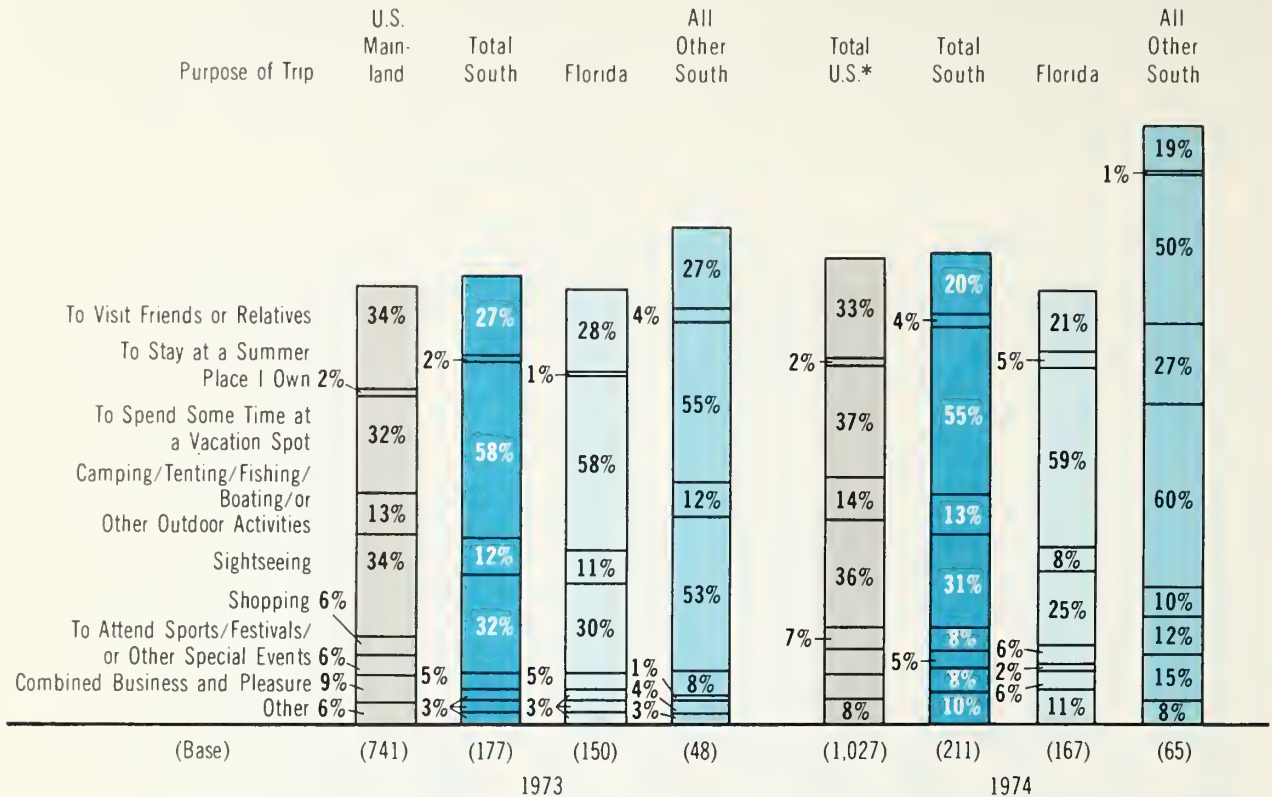
From 1973 to 1974, there was a slight increase for such purposes as spending time at a summer

home they own, combined business/pleasure trip and attending special events.

Canadian travel to **Florida** in 1974 was primarily for the purpose of spending some time at a vacation spot—59%, although sightseeing and visiting friends and relatives were the next most popular activities—25% and 21%, respectively. It is interesting to note that to “stay at a summer place I own” increased from 1% of the trips to Florida in 1973 to 5% in 1974.

Sightseeing was the most popular activity of Canadians who traveled to **areas in the South, excluding Florida** in 1974—60% of the trips were for that purpose. This proportion was considerably higher than the 25% recorded by Canadian visitors to Florida. The second most popular activity was to spend some time at a vacation spot—50% of the trips were for that purpose. Camping/tenting/fishing/boating/or other outdoor activities accounted for an additional 27% of the trips to areas in the South, excluding Florida in 1974—considerably more than the 8% recorded by visitors to Florida. From 1973 to 1974, there was an increased interest in traveling to areas in the South, excluding Florida, to participate in outdoor activities, to sightsee, to attend sports/festivals or other special events, and to have combined business and pleasure trips. During this same period, there was a decreased interest in visiting friends and relatives or spending time at a vacation spot.

Chart 18
CANADIAN VACATION TRIPS TO THE SOUTH IN 1974
BY PURPOSE OF TRIP



Note: Includes multiple answers
* Includes U.S. Islands.

Total Adults in Party

The average number of adults per traveling party to the South was 2.48, slightly higher than for the entire U.S. (2.36 persons per party). On the other hand, the average number of adults per traveling party to Florida of 2.21 persons was slightly below the national proportion.

Main Mode of Transport

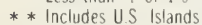
In 1974, 48% of the Canadian vacation visitors to the U.S. came by auto and 39% by air.

Contrary to these national proportions, but as expected, air was the dominant mode of travel to the South and to Florida, accounting for 53% and 62% of all Canadian vacation trips to these areas.

Reflecting the energy crisis, between 1973 and 1974, there was a dramatic shift from auto to air travel for trips to the South and Florida as well as for travel to the U.S. Mainland as a whole. Specifically, the use of air travel increased from 23% to 34% for the U.S. Mainland as a whole,

In 1974, 46% of the Canadian vacation trips to areas in the South, excluding Florida, were by auto, a proportion considerably higher than the 29% recorded by Canadian vacationers who traveled to Florida. Only 15% of the trips to areas in the South, excluding Florida, were by air, compared to the 62% recorded by visitors to Florida. About 20% of the trips to that area were by bus, considerably more than the 9% recorded by visitors to Florida.

Chart 19



Seasonality

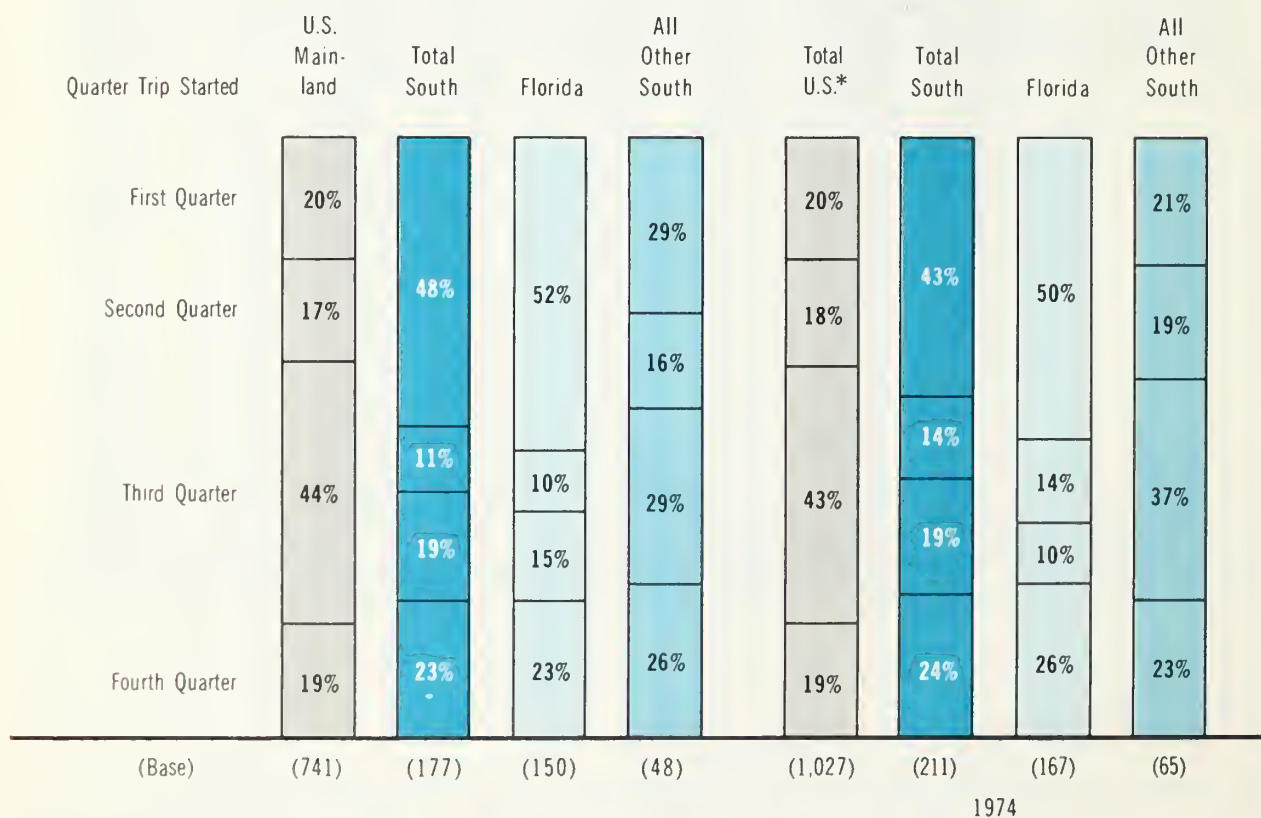
The third quarter of the year represented the most popular travel season, accounting for 43% of all trips to the U.S. in 1974. The first quarter of the year ranked second in importance, accounting for 20% of all trips.

Together, the first and fourth quarters, the winter months, accounted for over two-thirds of all vacation trips to the South and over three-fourths of all trips to Florida. Of the total winter travel season, January, February, and March dominate in volume as 43% of all Canadian vacation trips to the South and 50% of all trips to Florida occurred during these three months.

When viewing months individually, March was the single most important month for Canadian vacation travel to the South and Florida (25% and 28% respectively). February ranked second, respectively accounting for 12% and 14% of trips to the South and Florida, while December ranked third, accounting for 10% and 12% respectively.

There was less emphasis on winter travel by Canadians to areas in the South, excluding Florida than there was by Canadian travelers to Florida. The largest proportion (37%) of trips to areas in the South, excluding Florida in 1974 were during the third quarter of the year—a proportion somewhat higher than the 10% recorded by visitors to Florida.

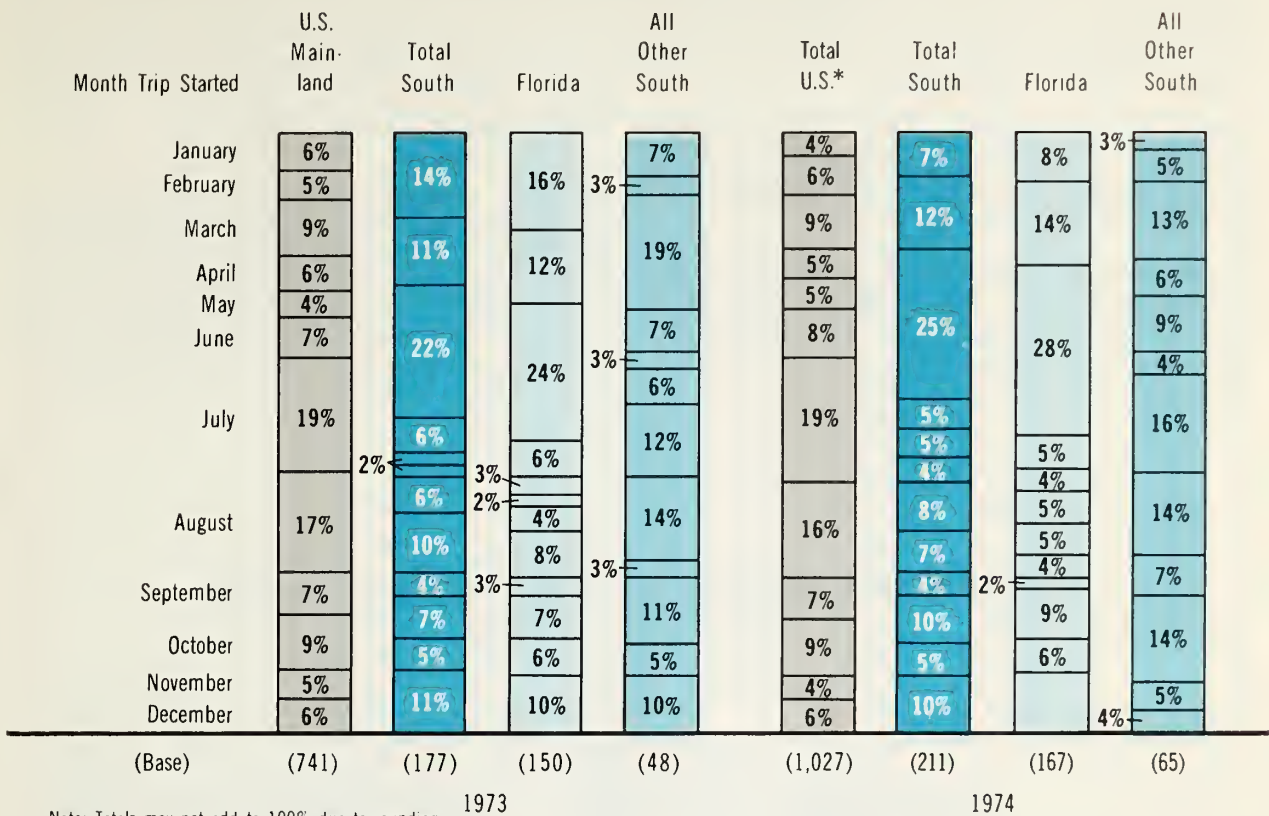
Chart 20
CANADIAN VACATION TRIPS TO THE SOUTH IN 1974
BY SEASONALITY (Quarterly)



Note: Totals may not add to 100% due to rounding

* Includes U.S. Islands

Chart 21
**CANADIAN VACATION TRIPS TO THE SOUTH IN 1974
 BY SEASONALITY (By Month)**



Note: Totals may not add to 100% due to rounding.

* Includes U.S. Islands.

Length of Stay

The average length of stay of Canadian vacation travelers in the **South** and **Florida** in 1974 was significantly longer than the average length of stay of Canadians in other parts of the U.S., and it appears to be increasing.

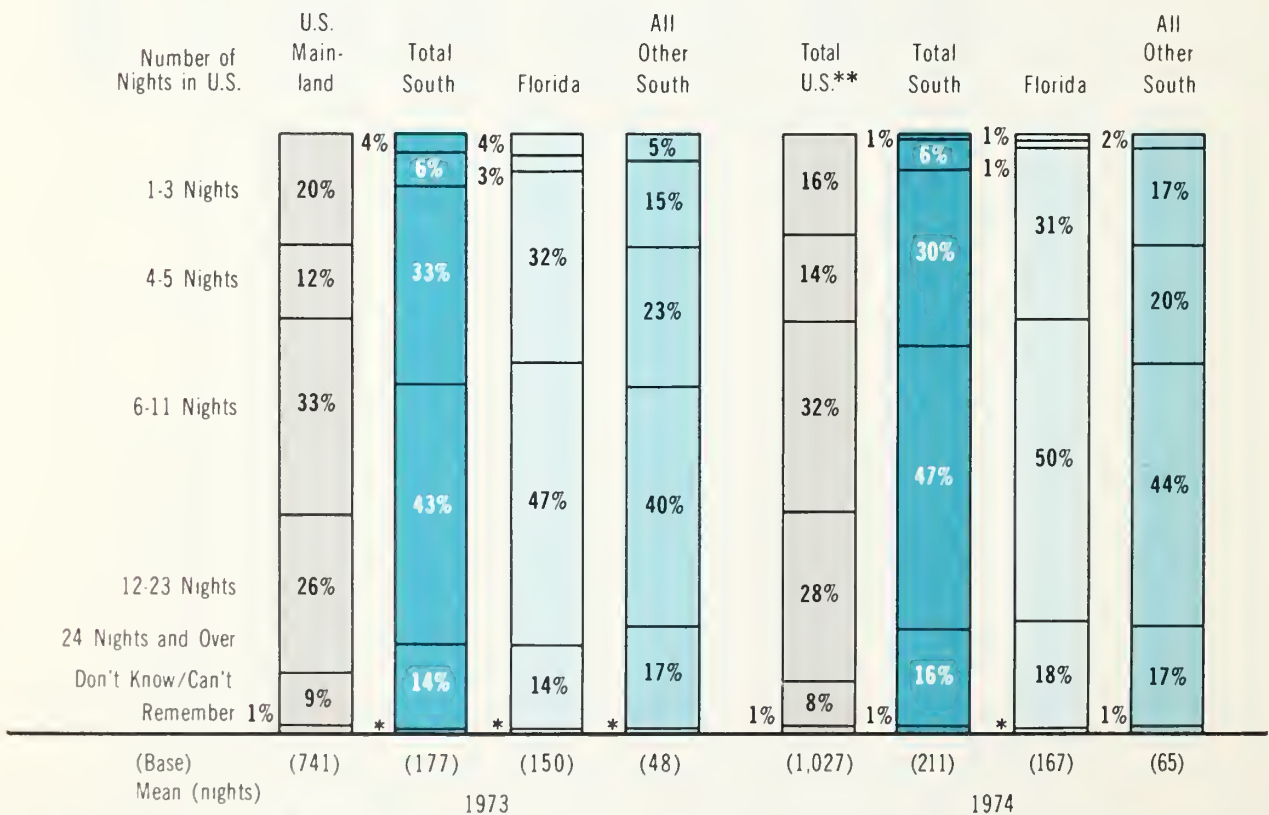
Specifically, the average length of stay of Canadians in the South and Florida was 17.5 nights and 18.6 nights, respectively, compared to 11.5 nights for all trips to the U.S.

In addition, 63% of all trips to the South and 68% of all trips to Florida were 12 nights or more, compared to only 36% of all trips to the U.S. which were of this length.

This relatively long length of stay (the longest of any of the U.S. regions), has increased between 1973 and 1974 by one day for trips to the South and by 2 days for trips to Florida. This finding is particularly noteworthy in lieu of the fact that the average length of stay for all Canadian vacation trips in the U.S. Mainland actually declined during this period.

The mean duration of Canadian trips to areas in the **South**, excluding **Florida**, was less than to Florida, with the mean length of stay estimated at 17.27 nights, and only 44% of the trips lasting between 12-23 nights (compared to 50% of the trips to Florida lasting between 12-23 nights).

Chart 22
CANADIAN VACATION TRIPS TO THE SOUTH IN 1974
BY LENGTH OF STAY



Note: Totals may not add to 100% due to rounding

* Less than 1/2 of 1%

** Includes U.S. Islands

APPENDICES

Appendix A

DEFINITION OF UNITED STATES AND CANADIAN REGIONS

U.S. REGIONS

1. NEW ENGLAND

Connecticut
Maine
Massachusetts
New Hampshire
Rhode Island
Vermont

2. EASTERN GATEWAY

New Jersey
New York

3. GEORGE WASHINGTON COUNTRY

Delaware
District of Columbia
Maryland
Pennsylvania
Virginia
West Virginia

4. THE SOUTH

Alabama
Arkansas
Florida
Georgia
Kentucky
Louisiana
Mississippi
North Carolina
South Carolina
Tennessee

5. GREAT LAKES COUNTRY

Illinois
Indiana
Iowa
Michigan
Minnesota
Ohio
Wisconsin

6. OLD WEST

Colorado
Montana
Nebraska
North Dakota
South Dakota
Utah
Wyoming

7. FRONTIER WEST

Arizona
Kansas
Missouri
New Mexico
Oklahoma
Texas

8. FAR WEST

Alaska
California
Idaho
Nevada
Oregon
Washington

9. ISLANDS

American Samoa
Guam
Hawaii
Puerto Rico
Virgin Islands

CANADIAN REGIONS

ATLANTIC PROVINCES

Newfoundland
Prince Edward Island
Nova Scotia
New Brunswick

QUEBEC

ONTARIO

PRAIRIE PROVINCES

Manitoba
Saskatchewan
Alberta

BRITISH COLUMBIA

Other

Yukon/N.W.T.

DEFINITION OF TERMS

The definitions used in the study were as follows:

"Vacation" defined for the respondent as not including weekends or long weekends or statutory holidays; or "working holidays". Beyond this, the definition was intentionally left up to the respondent. This procedure was carefully established to avoid a long series of arbitrary decisions as to what was and what was not a vacation. For example, housewives, professional men, retired people and students would each have required explicit, arbitrary, and perhaps even inconsistent criteria laid down as to what constituted a vacation. Consequently, the definition of a vacation was completely subjective (aside from the above list of what it was not): if the respondent thought he had a vacation, it was considered that he did.

Vacation trip essentially is absence from home. Once again, the precise definition was the respondent's. In practice, virtually all trips reported were of at least one night's duration, and this can be taken as the working criterion.

For analytical purposes a further definitional requirement of a "trip" was made, such that it was "a person or group of people from the same household traveling together." If husband and wife traveled together, it was deemed reasonable that this should be regarded as one trip, not two. For example, they would probably have made a single joint decision to go on the trip. If they went with a couple from another household, this second pair probably would have made a separate decision, so this foursome could be regarded as two trips.

Since individuals (18 or over) were interviewed for these studies, the problem could arise of double counting (or multiple counting) of trips—for example, interviewing husband and wife who had been on a trip together would show two trips, not one. Weighting was used to compensate for this possibility. For each trip it was ascertained how many people (18 and over from the same household) had been on the trip. The reciprocal of this number served as the basis for this corrective weighting.

Appendix B

Appendix B-1

CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELER, 1973-74

(Prorated to equal 100%)

| Regions and States | Base | | Estimated number Canadian arrivals | | Percent of total vacation arrivals | | Regional expenditures in the U.S. (\$ million) | | Percent of total Canadian vacation expenditures | |
|---------------------------------|------|-------|---------------------------------------|-----------|---------------------------------------|------|---|------|---|------|
| | 1973 | 1974 | 1973 | 1974 | 1973 | 1974 | 1973 | 1974 | 1973 | 1974 |
| New England | 155 | 173 | 766,000 | 610,000 | 18% | 16% | \$58 | \$46 | 12% | 7% |
| (Maine) | 73 | 76 | 377,000 | 290,000 | 9 | 7 | 28 | 22 | 6 | 3 |
| (Massachusetts) | 52 | 51 | 245,000 | 161,000 | 6 | 4 | 21 | 15 | 4 | 2 |
| Eastern Gateway | 140 | 151 | 689,000 | 501,000 | 17 | 13 | 54 | 55 | 11 | 9 |
| (New York) | 118 | 123 | 555,000 | 384,000 | 13 | 10 | 44 | 42 | 9 | 7 |
| (New Jersey) | 33 | 36 | 173,000 | 138,000 | 4 | 4 | 17 | 18 | 3 | 3 |
| George Washington Country | 56 | 57 | 237,000 | 202,000 | 6 | 5 | 36 | 27 | 7 | 4 |
| The South | 177 | 211 | 944,000 | 729,000 | 23 | 19 | 131 | 166 | 27 | 26 |
| (Florida) | 150 | 167 | 783,000 | 514,000 | 19 | 13 | 123 | 138 | 25 | 22 |
| Great Lakes Country | 106 | 127 | 480,000 | 408,000 | 11 | 11 | 48 | 46 | 10 | 7 |
| Old West | 40 | 67 | 247,000 | 211,000 | 6 | 5 | 20 | 20 | 4 | 4 |
| Frontier West | 20 | 45 | 94,000 | 137,000 | 2 | 4 | 18 | 30 | 4 | 5 |
| Far West | 156 | 258 | 644,000 | 758,000 | 15 | 20 | 100 | 136 | 20 | 22 |
| (California) | 83 | 109 | 306,000 | 295,000 | 7 | 8 | 79 | 81 | 17 | 13 |
| (Washington) | 53 | 99 | 206,000 | 310,000 | 5 | 8 | 25 | 29 | 5 | 5 |
| U.S. Islands | n.a. | 80 | n.a. | 266,000 | n.a. | 7 | n.a. | 91 | n.a. | 14 |
| U.S. Unspecified | 15 | 15 | 73,000 | 55,000 | 2 | 1 | 18 | 6 | 4 | 2 |
| Total U.S. Mainland | 741 | 955 | 4,174,620 | 3,614,000 | 100% | 93 | 483 | 540 | 100% | 72 |
| Total U.S. | n.a. | 1,027 | n.a. | 3,880,000 | n.a. | 100% | n.a. | 631 | n.a. | 100% |

CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELERS, 1973-74-Con.

| Regions and States | Base | | Average number of persons per trip | | Average number of persons per household | | Average number of nights spent in U.S. | |
|---------------------------------|------|-------|---------------------------------------|------|--|------|---|------|
| | 1973 | 1974 | 1973 | 1974 | 1973 | 1974 | 1973 | 1974 |
| New England | 155 | 173 | 2.50 | 2.53 | 1.70 | 1.65 | 9.5 | 8.2 |
| (Maine) | 73 | 76 | 2.61 | 2.73 | 1.70 | 1.71 | 8.7 | 7.5 |
| (Massachusetts) | 52 | 51 | 2.39 | 2.20 | 1.70 | 1.51 | 9.9 | 19.1 |
| Eastern Gateway | 140 | 151 | 2.49 | 2.38 | 1.56 | 1.66 | 9.8 | 8.2 |
| (New York) | 118 | 123 | 2.38 | 2.24 | 1.51 | 1.64 | 9.6 | 7.7 |
| (New Jersey) | 33 | 36 | 2.66 | 2.75 | 1.69 | 1.71 | 12.7 | 11.6 |
| George Washington Country | 56 | 57 | 2.14 | 2.55 | 1.56 | 1.63 | 14.3 | 13.9 |
| The South | 177 | 211 | 2.70 | 2.48 | 1.56 | 1.60 | 16.4 | 17.5 |
| (Florida) | 150 | 167 | 2.64 | 2.21 | 1.56 | 1.63 | 16.7 | 18.6 |
| Great Lakes Country | 106 | 127 | 2.29 | 2.31 | 1.68 | 1.67 | 10.5 | 9.2 |
| Old West | 49 | 67 | 2.55 | 2.26 | 1.56 | 1.78 | 10.9 | 9.3 |
| Frontier West | 20 | 45 | 2.38 | 2.18 | 1.63 | 1.51 | 22.4 | 15.7 |
| Far West | 156 | 258 | 2.09 | 2.11 | 1.54 | 1.52 | 14.8 | 11.6 |
| (California) | 83 | 109 | 1.87 | 1.95 | 1.51 | 1.47 | 20.5 | 16.8 |
| (Washington) | 53 | 99 | 1.97 | 2.25 | 1.61 | 1.71 | 12.1 | 8.2 |
| U.S. Islands | n.a. | 80 | n.a. | 2.39 | n.a. | 1.51 | n.a. | 15.3 |
| U.S. Unspecified | 15 | 15 | 2.49 | 2.65 | 2.49 | 1.68 | 12.7 | 14.2 |
| Total U.S. Mainland | 741 | 955 | 2.46 | 2.36 | 1.60 | 1.60 | 11.7 | 11.3 |
| Total U.S. | n.a. | 1,027 | n.a. | 2.36 | n.a. | 1.59 | n.a. | 11.5 |

CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELER, 1973-74-Con.

| Regions and States | Base | | Daily trip expenditures per vacation party | | Daily trip expenditures by vacation party | | Per Capita expenditures for trip | | Daily per capita trip expenditures | |
|---------------------------------|------|-------|--|-------|---|------|----------------------------------|-------|------------------------------------|------|
| | 1973 | 1974 | 1973 | 1974 | 1973 | 1974 | 1973 | 1974 | 1973 | 1974 |
| New England | 155 | 173 | \$313 | \$303 | \$33 | \$37 | \$125 | \$120 | \$13 | \$15 |
| (Maine) | 73 | 76 | 331 | 345 | 38 | 46 | 127 | 126 | 15 | 17 |
| (Massachusetts) | 52 | 51 | 319 | 326 | 34 | 32 | 133 | 144 | 14 | 14 |
| Eastern Gateway | 140 | 151 | 348 | 392 | 36 | 48 | 140 | 165 | 14 | 20 |
| (New York) | 118 | 123 | 336 | 350 | 35 | 45 | 141 | 156 | 15 | 20 |
| (New Jersey) | 33 | 36 | 449 | 591 | 35 | 51 | 169 | 215 | 13 | 19 |
| George Washington Country | 56 | 57 | 501 | 544 | 35 | 39 | 234 | 213 | 16 | 15 |
| The South | 177 | 211 | 730 | 910 | 45 | 52 | 270 | 367 | 16 | 21 |
| (Florida) | 150 | 167 | 788 | 895 | 47 | 48 | 298 | 405 | 18 | 22 |
| Great Lakes Country | 106 | 127 | 348 | 376 | 33 | 41 | 152 | 163 | 14 | 18 |
| Old West | 49 | 67 | 373 | 408 | 34 | 44 | 146 | 181 | 13 | 19 |
| Frontier West | 20 | 45 | 782 | 727 | 35 | 46 | 329 | 333 | 15 | 21 |
| Far West | 156 | 258 | 498 | 545 | 34 | 47 | 238 | 258 | 16 | 22 |
| (California) | 83 | 109 | 675 | 738 | 33 | 44 | 361 | 378 | 18 | 23 |
| (Washington) | 53 | 99 | 332 | 309 | 27 | 38 | 169 | 137 | 14 | 17 |
| U.S. Islands | n.a. | 80 | n.a. | 1,350 | n.a. | 88 | n.a. | 565 | n.a. | 37 |
| U.S. Unspecified | 15 | 15 | 664 | 420 | 52 | 30 | 267 | 158 | 21 | 11 |
| Total U.S. Mainland | 741 | 955 | 438 | 518 | 37 | 46 | 178 | 219 | 15 | 19 |
| Total U.S. | n.a. | 1,027 | n.a. | 570 | n.a. | 50 | n.a. | 242 | n.a. | 21 |

CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELERS, 1973-74—Con.

| | (Base) | | Total trip expenditures (\$) | | Per capita expenditures for trip (\$) | | Daily trip expenditures by vacation party (\$) | | Daily trip expenditures per person (\$) | | Average No. of nights spent | | Average No. of persons per trip | | Average No. of persons in household | |
|----------------------------|--------|---------|------------------------------|------|---------------------------------------|------|--|------|---|------|-----------------------------|------|---------------------------------|------|-------------------------------------|------|
| | 1973 | 1974 | 1973 | 1974 | 1973 | 1974 | 1973 | 1974 | 1973 | 1974 | 1973 | 1974 | 1973 | 1974 | 1973 | 1974 |
| Expenditures in U.S. only: | | | | | | | | | | | | | | | | |
| Total | (741) | (1,027) | 483 | 570 | 178 | 242 | 37 | 50 | 15 | 21 | 11.7 | 11.5 | 2.46 | 2.36 | 1.60 | 1.65 |
| Residence: | | | | | | | | | | | | | | | | |
| Atlantic Provinces | (55) | (38) | 376 | 373 | 153 | 170 | 40 | 40 | 16 | 18 | 9.3 | 9.3 | 2.27 | 2.20 | 1.59 | 1.53 |
| Quebec | (201) | (259) | 480 | 515 | 195 | 197 | 37 | 41 | 15 | 16 | 13.1 | 12.6 | 2.55 | 2.61 | 1.61 | 1.66 |
| French Quebec | (135) | (163) | 454 | 624 | 185 | 222 | 34 | 49 | 14 | 17 | 13.2 | 12.7 | 2.66 | 2.81 | 1.63 | 1.72 |
| English Quebec | (65) | (57) | 535 | 515 | 217 | 259 | 41 | 48 | 17 | 24 | 13.1 | 10.7 | 2.18 | 1.99 | 1.54 | 1.49 |
| Ontario | (301) | (405) | 474 | 589 | 193 | 250 | 42 | 53 | 17 | 23 | 11.3 | 11.1 | 2.25 | 2.30 | 1.55 | 1.52 |
| Prairies | (89) | (158) | 312 | 516 | 127 | 247 | 29 | 45 | 12 | 22 | 10.8 | 11.4 | 2.24 | 2.09 | 1.56 | 1.50 |
| British Columbia | (92) | (162) | 376 | 624 | 153 | 318 | 35 | 58 | 14 | 29 | 10.7 | 10.8 | 2.16 | 1.96 | 1.51 | 1.47 |
| City of residence:* | | | | | | | | | | | | | | | | |
| Vancouver | n.a. | (100) | n.a. | 652 | n.a. | n.a. | n.a. | 62 | n.a. | n.a. | n.a. | 10.5 | n.a. | n.a. | n.a. | 1.38 |
| Calgary/Edmonton | n.a. | (48) | n.a. | 695 | n.a. | n.a. | n.a. | 58 | n.a. | n.a. | n.a. | 12.0 | n.a. | n.a. | n.a. | 1.44 |
| Winnipeg | n.a. | (37) | n.a. | 477 | n.a. | n.a. | n.a. | 31 | n.a. | n.a. | n.a. | 15.3 | n.a. | n.a. | n.a. | 1.38 |
| Toronto | n.a. | (153) | n.a. | 515 | n.a. | n.a. | n.a. | 51 | n.a. | n.a. | n.a. | 10.1 | n.a. | n.a. | n.a. | 1.48 |
| Montreal | n.a. | (124) | n.a. | 599 | n.a. | n.a. | n.a. | 40 | n.a. | n.a. | n.a. | 15.1 | n.a. | n.a. | n.a. | 1.57 |
| English | n.a. | (40) | n.a. | 419 | n.a. | n.a. | n.a. | 31 | n.a. | n.a. | n.a. | 10.7 | n.a. | n.a. | n.a. | 1.49 |
| French | n.a. | (52) | n.a. | 815 | n.a. | n.a. | n.a. | 44 | n.a. | n.a. | n.a. | 18.6 | n.a. | n.a. | n.a. | 1.68 |
| Other | n.a. | (32) | n.a. | 459 | n.a. | n.a. | n.a. | 31 | n.a. | n.a. | n.a. | 14.8 | n.a. | n.a. | n.a. | 1.30 |
| Community size: | | | | | | | | | | | | | | | | |
| Urban | (625) | (896) | 455 | 557 | 185 | 249 | 38 | 50 | 16 | 21 | 11.9 | 11.7 | | | | |
| Rural | (116) | (131) | 338 | 455 | 137 | 193 | 32 | 45 | 13 | 19 | 10.6 | 10.2 | | | | |

*Data have limited value due to small sample sizes

CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELERS, 1973-74-Con.

| | (Base) | | Total trip expenditures (\$) | | Per capita expenditures for trip (\$) | | Daily trip expenditures by vacation party (\$) | | Daily trip expenditures per person (\$) | | Average No. of nights spent | | Average No. of persons per trip | | Average No. of persons in household | |
|----------------------------------|--------|-------|------------------------------|------|---------------------------------------|------|--|------|---|------|-----------------------------|------|---------------------------------|------|-------------------------------------|------|
| | 1973 | 1974 | 1973 | 1974 | 1973 | 1974 | 1973 | 1974 | 1973 | 1974 | 1973 | 1974 | 1973 | 1974 | 1973 | 1974 |
| Sex: | | | | | | | | | | | | | | | | |
| Male | (376) | (476) | 460 | 624 | 187 | 264 | 41 | 55 | 17 | 23 | 11.3 | 11.3 | | | | |
| Female | (365) | (551) | 412 | 519 | 167 | 220 | 34 | 45 | 14 | 19 | 12.1 | 11.6 | | | | |
| Age: | | | | | | | | | | | | | | | | |
| 18 to 29 | (263) | (304) | 391 | 519 | 159 | 220 | 38 | 50 | 15 | 21 | 10.3 | 10.5 | | | | |
| 30 to 39 | (125) | (194) | 413 | 604 | 168 | 256 | 42 | 63 | 17 | 27 | 9.9 | 9.6 | | | | |
| 40 to 49 | (129) | (205) | 478 | 572 | 194 | 242 | 51 | 60 | 21 | 25 | 9.4 | 9.5 | | | | |
| 50 and over | (224) | (323) | 490 | 601 | 199 | 255 | 31 | 41 | 13 | 17 | 15.6 | 14.8 | | | | |
| Language: | | | | | | | | | | | | | | | | |
| French Quebec | (136) | (165) | 455 | 634 | 185 | 269 | 34 | 48 | 14 | 21 | 13.2 | 13.1 | | | | |
| Rest of Canada | (605) | (862) | 434 | 557 | 176 | 230 | 38 | 50 | 16 | 21 | 11.3 | 11.2 | | | | |
| Marital status: | | | | | | | | | | | | | | | | |
| Single | (220) | (277) | 372 | 539 | 151 | 228 | 34 | 45 | 14 | 19 | 10.8 | 12.0 | | | | |
| Married | (452) | (608) | 478 | 590 | 194 | 250 | 42 | 56 | 17 | 24 | 11.3 | 10.5 | | | | |
| Separated/Widowed/Divorced | (70) | (142) | 405 | 550 | 165 | 233 | 24 | 39 | 10 | 16 | 17.2 | 14.3 | | | | |
| Family composition: | | | | | | | | | | | | | | | | |
| Adults only | (413) | (640) | 431 | 582 | 175 | 247 | 33 | 46 | 13 | 20 | 13.1 | 12.6 | | | | |
| Have children under 18 | (328) | (387) | 446 | 551 | 181 | 233 | 45 | 57 | 18 | 24 | 9.9 | 9.7 | | | | |
| Socio economic level: | | | | | | | | | | | | | | | | |
| Upper | (245) | (299) | 590 | 692 | 240 | 102 | 47 | 65 | 19 | 10 | 12.5 | 10.6 | | | | |
| Upper middle | (166) | (223) | 426 | 628 | 173 | 266 | 37 | 52 | 15 | 22 | 11.4 | 12.0 | | | | |
| Middle | (121) | (206) | 408 | 467 | 166 | 198 | 38 | 45 | 16 | 19 | 10.7 | 10.3 | | | | |
| Lower middle | (107) | (165) | 312 | 477 | 127 | 202 | 31 | 37 | 13 | 16 | 10.1 | 12.9 | | | | |
| Lower | (102) | (135) | 257 | 504 | 104 | 214 | 19 | 40 | 8 | 17 | 13.2 | 12.5 | | | | |

CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELERS, 1973-74-Con.

| | (Base) | | Total trip expenditures (\$) | | Per capita expenditures for trip (\$) | | Daily trip expenditures by vacation party (\$) | | Daily trip expenditures per person (\$) | | Average No. of nights spent | | Average No. of persons per trip | | Average No. of persons in household | |
|---|--------|-------|------------------------------|------|---------------------------------------|------|--|------|---|------|-----------------------------|------|---------------------------------|------|-------------------------------------|------|
| | 1973 | 1974 | 1973 | 1974 | 1973 | 1974 | 1973 | 1974 | 1973 | 1974 | 1973 | 1974 | 1973 | 1974 | 1973 | 1974 |
| Occupation: | | | | | | | | | | | | | | | | |
| Prof./Sales/White collar | (330) | (456) | 505 | 600 | 205 | 254 | 45 | 56 | 18 | 24 | 11.2 | 10.8 | | | | |
| Skilled labor | (198) | (230) | 365 | 551 | 148 | 233 | 41 | 59 | 17 | 25 | 8.8 | 9.3 | | | | |
| Unskilled labor | (34) | (62) | 383 | 532 | 156 | 225 | 32 | 53 | 13 | 22 | 12.0 | 10.1 | | | | |
| Farmer | (18) | (22) | 347 | 377 | 141 | 160 | 40 | 34 | 16 | 14 | 8.6 | 11.2 | | | | |
| Student | (8) | (30) | 312 | 384 | 127 | 163 | 39 | 33 | 16 | 14 | 8.0 | 11.6 | | | | |
| Retired/Pensioned | (62) | (108) | 518 | 607 | 211 | 257 | 28 | 38 | 11 | 16 | 18.5 | 15.8 | | | | |
| Other | (67) | (93) | 295 | 592 | 120 | 251 | 18 | 37 | 7 | 15 | 16.8 | 16.2 | | | | |
| Education (Attended or completed): | | | | | | | | | | | | | | | | |
| University | (86) | (149) | 606 | 516 | 246 | 219 | 45 | 50 | 18 | 21 | 13.4 | 10.4 | | | | |
| Technical/Preparatory | (61) | (91) | 396 | 672 | 161 | 285 | 44 | 49 | 18 | 21 | 8.9 | 13.6 | | | | |
| High school | (187) | (260) | 409 | 619 | 166 | 262 | 34 | 54 | 14 | 23 | 12.2 | 11.4 | | | | |
| Elementary school | (47) | (72) | 268 | 694 | 109 | 294 | 29 | 42 | 12 | 18 | 9.1 | 16.5 | | | | |
| Accommodation: | | | | | | | | | | | | | | | | |
| Owned | (483) | (633) | 454 | 578 | 185 | 245 | 42 | 52 | 17 | 22 | 10.9 | 11.2 | | | | |
| Rented | (238) | (383) | 415 | 568 | 169 | 241 | 31 | 47 | 13 | 20 | 13.3 | 12.0 | | | | |
| Type of dwelling: | | | | | | | | | | | | | | | | |
| Detached/Semi-Detached | (499) | (666) | 449 | 580 | 183 | 246 | 41 | 53 | 17 | 23 | 11.0 | 10.9 | | | | |
| Town house/Other Attached House | (112) | (127) | 409 | 602 | 166 | 255 | 31 | 51 | 13 | 21 | 13.0 | 11.9 | | | | |
| Apartment | (117) | (216) | 441 | 513 | 179 | 217 | 33 | 39 | 14 | 16 | 13.2 | 13.2 | | | | |
| Other | (13) | (19) | 189 | 718 | 77 | 304 | 14 | 71 | 6 | 30 | 13.1 | 10.1 | | | | |

CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELERS, 1973-74—Con.

| | (Base) | | Total trip expenditures (\$) | | Per capita expenditures for trip (\$) | | Daily trip expenditures by vacation party (\$) | | Daily trip expenditures per person (\$) | | Average No. of nights spent | | Average No. of persons per trip | | Average No. of persons in household | |
|------------------------------------|--------|-------|------------------------------|-------|---------------------------------------|------|--|------|---|------|-----------------------------|------|---------------------------------|------|-------------------------------------|------|
| | 1973 | 1974 | 1973 | 1974 | 1973 | 1974 | 1973 | 1974 | 1973 | 1974 | 1973 | 1974 | 1973 | 1974 | 1973 | 1974 |
| Purpose of trip: | | | | | | | | | | | | | | | | |
| Visiting friends or relatives ... | (252) | (344) | 375 | 309 | 178 | 153 | 29 | 30 | 14 | 15 | 13.1 | 10.3 | 2.11 | 2.02 | 1.56 | 1.54 |
| Staying at a vacation spot ... | (234) | (383) | 588 | 788 | 219 | 314 | 45 | 62 | 17 | 25 | 13.1 | 12.6 | 2.68 | 2.51 | 1.67 | 1.66 |
| City sightseeing/shopping ... | (176) | (235) | 413 | 617 | 188 | 243 | 38 | 61 | 17 | 24 | 10.8 | 10.1 | 2.20 | 2.54 | 1.56 | 1.62 |
| Rural activities | (192) | (268) | 415 | 548 | 156 | 219 | 33 | 53 | 12 | 21 | 12.7 | 10.4 | 2.66 | 2.50 | 1.69 | 1.61 |
| Other | (145) | (215) | 434 | 624 | 181 | 242 | 41 | 57 | 17 | 22 | 10.6 | 11.0 | 2.40 | 2.58 | 1.52 | 1.55 |
| Purpose of trip and season: | | | | | | | | | | | | | | | | |
| June to September: | | | | | | | | | | | | | | | | |
| Visiting friends/relatives ... | (115) | (188) | 293 | 295 | 136 | 135 | 29 | 36 | 13 | 17 | 10.2 | 8.1 | 2.16 | 2.18 | 1.60 | 1.62 |
| Staying at a vacation spot | | | | | | | | | | | | | | | | |
| City sightseeing | (104) | (188) | 413 | 552 | 154 | 208 | 39 | 52 | 14 | 20 | 10.7 | 10.6 | 2.68 | 2.65 | 1.77 | 1.65 |
| Rural activities | (93) | (127) | 302 | 503 | 143 | 193 | 38 | 61 | 18 | 24 | 7.9 | 8.2 | 2.11 | 2.61 | 1.63 | 1.62 |
| Other | (121) | (167) | 296 | 405 | 113 | 159 | 31 | 45 | 12 | 18 | 9.4 | 9.0 | 2.62 | 2.55 | 1.71 | 1.66 |
| Other | (67) | (105) | 306 | 567 | 136 | 216 | 35 | 58 | 15 | 22 | 8.8 | 9.7 | 2.25 | 2.63 | 1.48 | 1.55 |
| October to May: | | | | | | | | | | | | | | | | |
| Visiting friends/relatives ... | (136) | (156) | 435 | 327 | 211 | 179 | 28 | 25 | 14 | 14 | 15.5 | 12.9 | 2.06 | 1.83 | 1.53 | 1.44 |
| Staying at a vacation spot | | | | | | | | | | | | | | | | |
| City sightseeing | (130) | (194) | 727 | 1,023 | 271 | 432 | 48 | 70 | 18 | 29 | 15.0 | 14.7 | 2.68 | 2.37 | 1.59 | 1.67 |
| Rural activities | (83) | (109) | 544 | 753 | 237 | 307 | 39 | 61 | 17 | 25 | 14.0 | 12.3 | 2.30 | 2.45 | 1.49 | 1.61 |
| Other | (71) | (101) | 632 | 778 | 230 | 323 | 35 | 61 | 13 | 25 | 18.2 | 12.8 | 2.75 | 2.41 | 1.64 | 1.53 |
| Other | (78) | (110) | 543 | 685 | 212 | 271 | 45 | 56 | 18 | 22 | 12.0 | 12.3 | 2.52 | 2.53 | 1.56 | 1.54 |
| Main mode of transport: | | | | | | | | | | | | | | | | |
| Car | (481) | (497) | 377 | 427 | 147 | 167 | 36 | 44 | 14 | 17 | 10.4 | 9.7 | 2.57 | 2.56 | 1.69 | 1.77 |
| Plane | (171) | (397) | 690 | 811 | 371 | 403 | 48 | 58 | 26 | 29 | 14.5 | 13.9 | 1.86 | 2.01 | 1.43 | 1.42 |
| Bus | (63) | (96) | 268 | 455 | 92 | 195 | 23 | 43 | 8 | 18 | 11.5 | 10.7 | 2.90 | 2.33 | 1.39 | 1.41 |
| Train | (10) | (10) | 155 | 383 | 85 | 180 | 16 | 31 | 9 | 15 | 9.8 | 12.4 | 1.83 | 2.13 | 1.27 | 1.47 |
| Motor Camper | n.a. | (24) | n.a. | 437 | n.a. | 140 | n.a. | 42 | n.a. | 13 | n.a. | 10.4 | n.a. | 3.13 | n.a. | 1.69 |
| Other | (40) | (30) | 405 | 646 | 138 | 201 | 23 | 49 | 8 | 15 | 17.7 | 13.1 | 2.93 | 3.21 | 1.55 | 1.43 |

CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELERS, 1973-74-Con.

| | (Base) | | Total trip expenditures (\$) | | Per capita expenditures for trip (\$) | | Daily trip expenditures by vacation party (\$) | | Daily trip expenditures per person (\$) | | Average No. of nights spent | | Average No. of persons per trip | | Average No. of persons in household | |
|--------------------------|--------|-------|------------------------------|------|---------------------------------------|------|--|------|---|------|-----------------------------|------|---------------------------------|------|-------------------------------------|------|
| | 1973 | 1974 | 1973 | 1974 | 1973 | 1974 | 1973 | 1974 | 1973 | 1974 | 1973 | 1974 | 1973 | 1974 | 1973 | 1974 |
| Month trip started: | | | | | | | | | | | | | | | | |
| December to March..... | (192) | (262) | 543 | 567 | 216 | 405 | 35 | 55 | 14 | 26 | 15.7 | 15.6 | 2.51 | 2.14 | 1.56 | 1.57 |
| April to May..... | (75) | (104) | 518 | 625 | 230 | 264 | 37 | 56 | 16 | 23 | 14.1 | 11.3 | 2.25 | 2.37 | 1.52 | 1.54 |
| June to September..... | (376) | (524) | 331 | 444 | 137 | 182 | 35 | 46 | 15 | 19 | 9.4 | 9.6 | 2.42 | 2.44 | 1.64 | 1.63 |
| October to November..... | (98) | (137) | 544 | 479 | 205 | 195 | 52 | 44 | 19 | 18 | 10.7 | 10.8 | 2.70 | 2.46 | 1.60 | 1.55 |
| Nights spent in U.S.: | | | | | | | | | | | | | | | | |
| 1-5..... | (233) | (308) | 159 | 245 | 63 | 103 | 51 | 74 | 20 | 31 | 3.1 | 3.3 | 2.54 | 2.39 | 1.66 | 1.63 |
| 6-11..... | (242) | (334) | 368 | 535 | 146 | 220 | 46 | 68 | 18 | 28 | 8.0 | 7.9 | 2.52 | 2.43 | 1.54 | 1.57 |
| 12-17..... | (138) | (217) | 662 | 880 | 265 | 373 | 47 | 63 | 19 | 27 | 14.0 | 13.9 | 2.50 | 2.36 | 1.66 | 1.61 |
| 18 and over..... | (120) | (153) | 834 | 934 | 379 | 432 | 25 | 29 | 11 | 13 | 33.0 | 32.1 | 2.50 | 2.16 | 1.55 | 1.50 |

Note: If the average number of persons per trip is not provided the national average of 2.46 persons for 1973 and 2.36 persons for 1974 was used to determine the per capita expenditures for trips and the daily trip expenditures by vacation party.

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